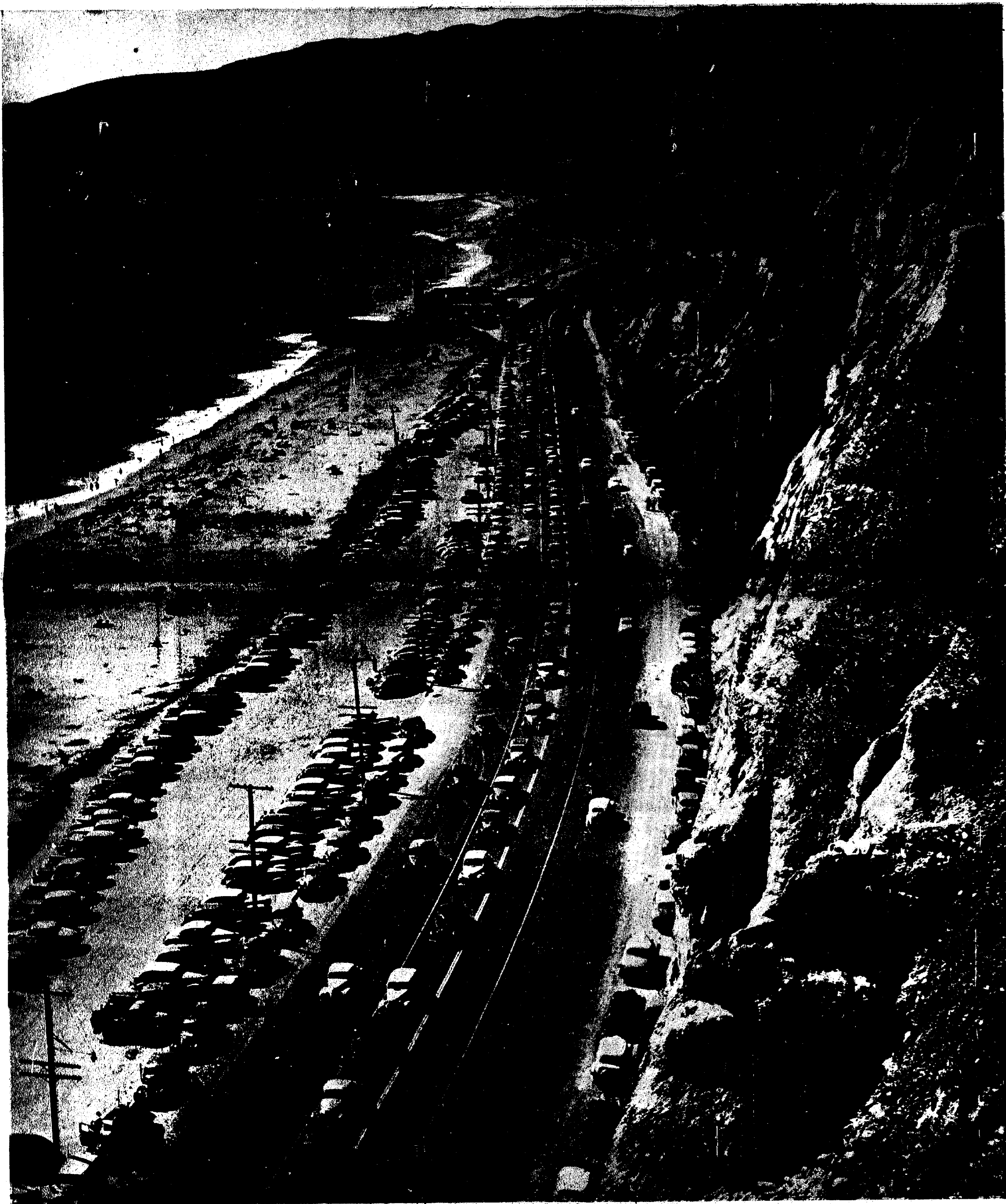


Press-Telegram *Southland*

LONG BEACH, CALIFORNIA, SUNDAY, OCTOBER 23, 1949

MAGAZINE Section



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VOL. 2 No. 38

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Member
**PACIFIC SUNDAY
MAGAZINES**
FRED TAYLOR KRAFT,
Magazine Editor

Automobiles move lazily along the highway at the base of the palisades in the Santa Monica area on a bright fall Sunday. Southland autumn days often

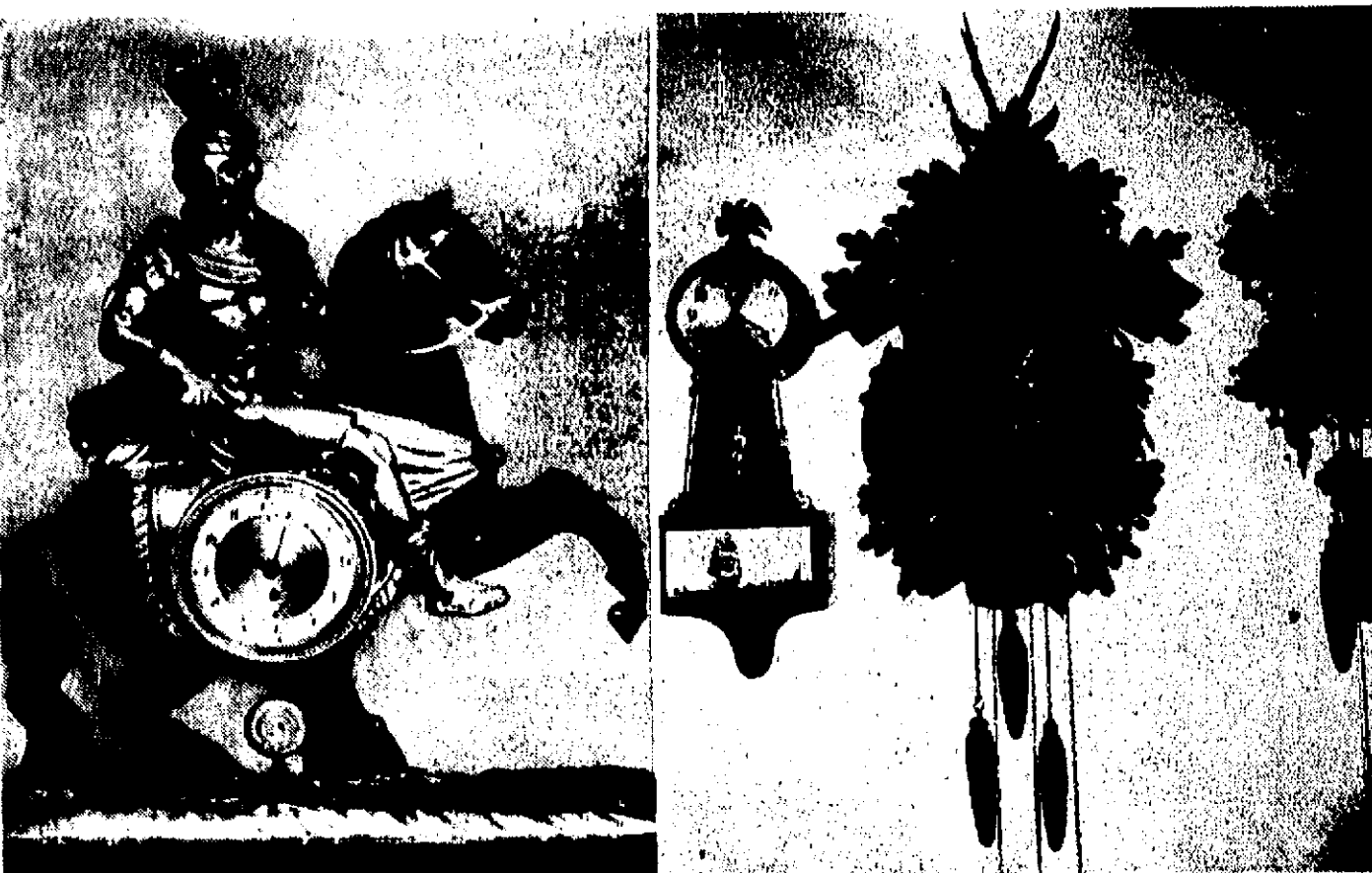
are among the best of the year, filled with a happy quality that is a call to the out-of-doors to loll in the warm sunshine and dream of many things.

—Photo Courtesy Santa Monica-Ocean Park Chamber of Commerce.

O, it sets my heart a clickin'

Like the

Tickin' of a Clock*



Reputedly made for Marie Antoinette, the music box horse and warrior clock (left) is said to be 200 years old. Carved cuckoo clock with bronze weights is from Germany's Black Forest. Clocks are hobby-property of James E. Craft.

By Lucretia Roper

or clock made after 1850 may be called modern. Almost all the antique clocks are in museums or private collections and, of course, would be dated prior to 1850. The greatest mistake individuals make with an old timepiece is that they want too much renovating done—and, as he says, "an antique clock which is two-thirds new is not a treasure."

In order to retain the so-called personality of each timepiece, Craft makes all the needed repairs to the works, retaining as much of the original works as feasible.

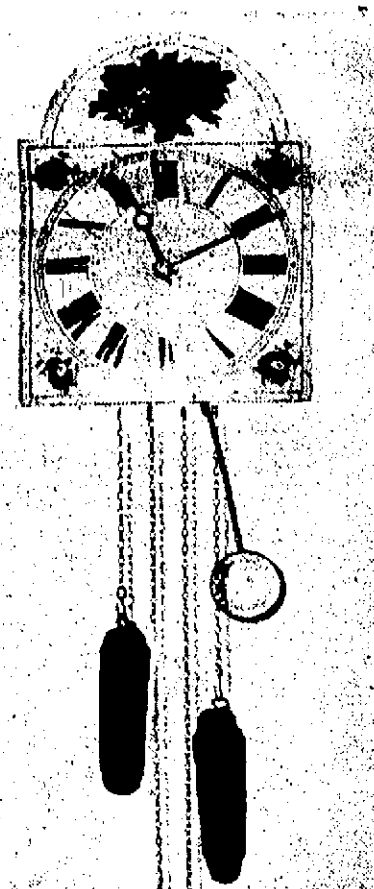
ONE WORKS, set in the side of a two-foot-high black warhorse figure, on which is seated a warrior, is said to have been made as a gift to Marie Antoinette. It was brought to the United States several years ago by a serviceman who left it with Craft for repairs. It was then to be offered to the Smithsonian Institution of Washington, D. C. In the meantime, the GI evidently lost interest for he has never called to claim it.

Several larger clock cases, one measuring more than three feet in length, are carved from single blocks of wood taken from the Black Forest in Germany. Another cuckoo clock case with bronze weights is carved with deer, rabbits,

pheasants, leaves and hunting gun.

A clock consists of two parts: The case and the works or movement. Although it is often the case which first attracts attention and many a clock is sold simply through its appearance, Craft never makes a purchase without a thorough investigation of the all-essential part—the unseen movement.

Craft treats his clocks and watches only from the artistic point of view, never losing sight of their history, construction, care and behavior.



Wag-on-wall clock (above) has wood movement, face. It strikes quarter hours; intended for use by blind.



"The Princess and the Swineherd" is next production of Children's Theater, Oct. 29 and Nov. 5 at Ebell Theater. Above, Mrs. Jack Middleton, play's volunteer director, instructs characters: Mrs. Paul Johnson as the king, and Mrs. Robert Norris in role of Miss Prim.

Children's Theatre A Tot's Delight

By Lorraine Hoskins

OPEN WIDE the doors of a child's gift of imagination and you aid in guiding the child down a path toward happy, healthy thinking. All children love a story and what could be more delightful than to see a story unfold before them through the medium of the legitimate stage. It was with this in mind two years ago that a group of Long Beach women, many of them mothers, began working to provide for the children of Long Beach the experience of seeing a stage play especially designed to appeal to their youthful imaginations.

It was recognized that motion pictures, radio programs and comic books are satisfactory mediums of entertainment for

children when carefully selected but there remained a definite lack in this city of legitimate drama particularly written, directed and presented for child audiences.

In the spring of 1947, under the leadership of Mrs. John Botsford, these women, including Mmes. H. J. Harris, Cleve Clayton, Norris Nesmith, William Davidson, Roy Brown and E. N. Palsgrove, began formulating plans for what was to become the Long Beach Children's Theater organization. The immediate need of funds to provide scripts, costumes, stage properties, places of rehearsal and an auditorium was alleviated by an appeal made to various women's organizations, social and philanthropic, to become sponsors of the Children's Theater. Response was gratifying.



—Photos by Jasper Nutter.

Characteristic poses from "The Princess and the Swineherd" are assumed by Mrs. William Macrate and Mrs. Lawrence Kunds (above). The costumes which delight the youthful audiences are produced by theater members. In top photo (left to right) are Mrs. Robert Walker as court jester, and Mrs. Hans Kahn, Mrs. Ted Haverfield and Mrs. Sidney T. Exley Jr., all cast as ladies-in-waiting.

ing, with monetary contributions received from the Little Club, Junior League of Long Beach, Bluebird Leaders' Association, Assistance League of Long Beach, Rick Rackers, Spinsters, Dames, and later the Rotary Club.

A CHINESE fantasy, "Land of the Dragon," was selected as the first production, and after months of organizational work, the initial play with a cast of all adult women was presented under the direction of Mrs. John Botsford on the morning of Nov. 8, 1947, before an enthusiastic throng of children at the Ebell Theater. So great was the response that it was necessary to repeat the performance the following week in order to accommodate the many youngsters wishing to see the show.

In a review of the opening performance of "Land of the Dragon," the late Herbert Wormser, Long Beach drama critic, reported: "If any doubt remains in the minds of folks who think that youngsters don't need or enjoy the living theater, such doubt would have been dispelled yesterday morning by attending the first performance of the Long Beach Children's Theater at Ebell Theater. . . . There has been a need for a children's theater in

Long Beach and the sponsoring groups have accomplished a beginning that should thrive and become an important part of community life."

Thus was born a theater movement for children of this city which has gained momentum through three more successful performances, namely, the fairy tale "Cinderella," produced under the direction of Mrs. Earl Schlosser; "Peter, Peter Pumpkin Eater," directed by Mrs. Paul Johnson, and the "Pied Piper of Hamelin," adapted from the Browning poem and presented under the direction of Mrs. Schlosser.

Rehearsals are now underway for this season's Children's Theater presentation of "The Princess and the Swineherd" with Mrs. Jack Middleton directing.

THE PLAYS continue to be cast entirely with women adult players and tryouts are open to anyone. The myriad of jobs necessary to accomplish production of a play are done by volunteer women and members of the Children's Theater organization, which has a limited active membership of 50. Rehearsals take place in the mornings three days a week for six weeks. Costuming and poster work is also being undertaken by the theater group

itself. Mrs. Cleve Clayton, president of the Children's Theater, succeeded Mrs. Latham Brightman, who was the second president. Mrs. Roy Brown was first president of the group. Credit for the interesting set designs of past performances goes to Mrs. Fritz Rupprecht. Special music effects were created by Mrs. Philip Powers, volunteer organist. Mrs. Lawrence Kunds is arranging the musical portion of the current production. Children's Theater of Long Beach is a non-profit organization charging only a nominal ticket fee to cover essential costs of the performance. Low admission cost places the living theater experience within the reach of hundreds of Long Beach children who otherwise might not have the opportunity of developing an appreciation of the drama of the legitimate stage.

Lots of action, colorful sets and costumes, lively dialogue and story appeal combine to make the plays a beneficial stimulant to the child's imagination and may lead the way to appreciation in adulthood of cultural entertainment.

Youngsters from character education groups such as Bluebirds, Boy and Girl Scouts and others have largely comprised audiences of past performances. Provisions have been made to transport crippled children from Tichenor Clinic to the shows. It is hoped that forthcoming presentations of Children's Theater plays will reach greater numbers of Long Beach children in the 6-year-old and older age group.

Fashioned after similar theater groups in cities throughout the United States, the Children's Theater movement, which originated some time ago in the east, has taken roots in Long Beach and is here to stay. It is representative of the many projects being undertaken by civic-minded citizens to provide a finer, happier community in which the children of Long Beach may thrive.



Hundreds of youngsters representing many character-building groups see the plays. Groups include the Bluebirds, like children in the photograph above.

Eye Level Living

By Dr. Richard P. White

American Association of Nurserymen

WITH PICTURE windows and ranch type houses, indoor living is close to eye level with the surrounding outdoors. The home grounds and planting, therefore, must be as pleasant to look at from inside the home as they are from outside.

This calls for artistry in planting. What you plant and how you plant it will determine whether the picture windows serve their purpose to give a feeling of uncramped living, of beautiful vista, that fluidity of color and contrast which distinguishes expertly planned ground plantings.

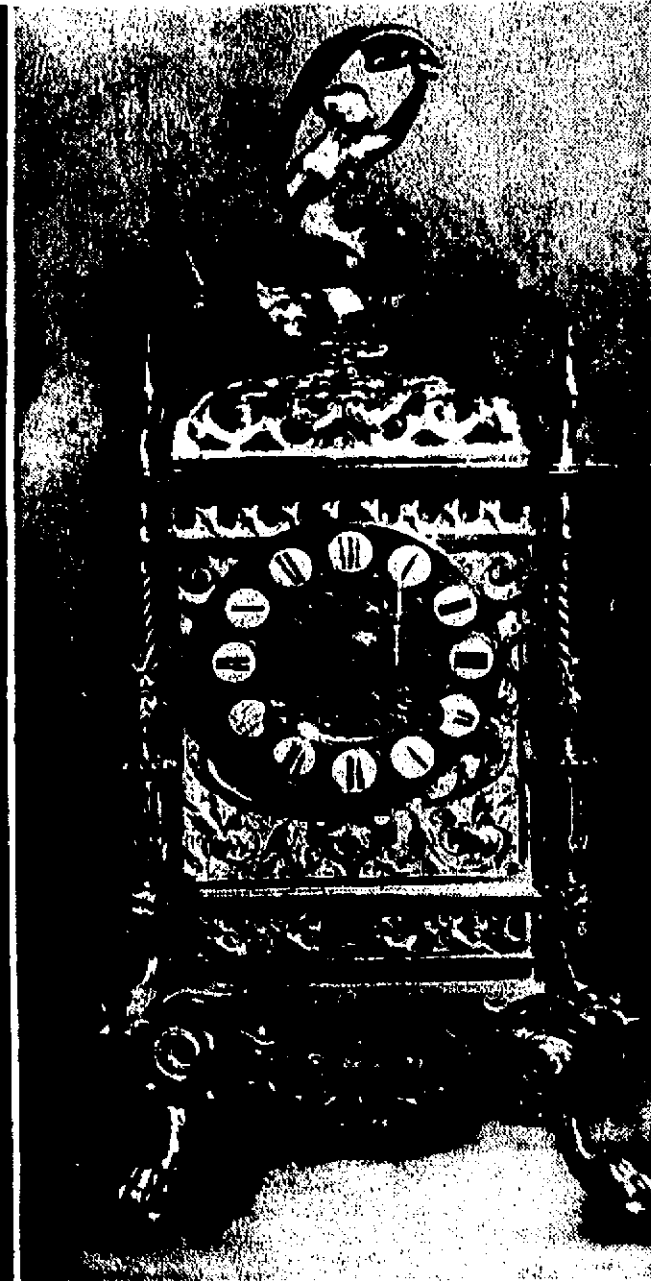
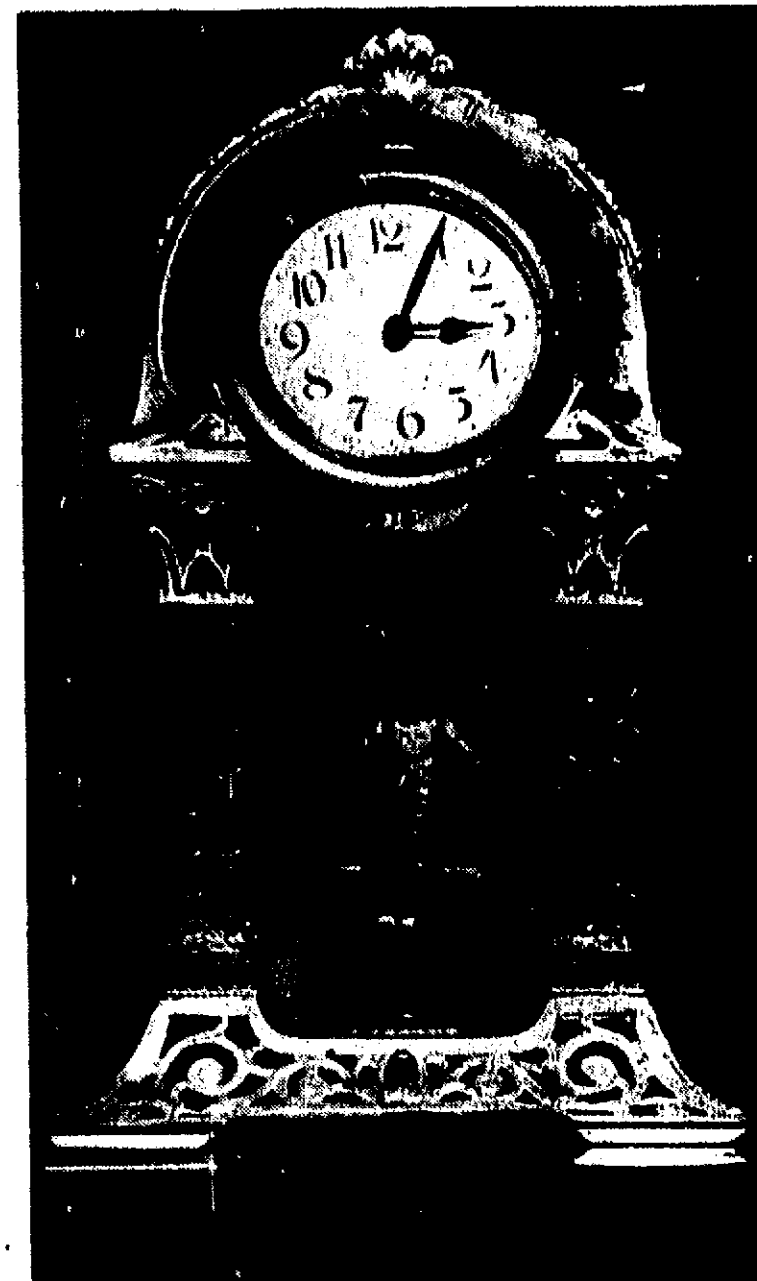
Variety of view from the indoors is called for. The living room window may look out into an outdoor living room that continues the indoor scheme of color and casual comfort. When the outdoor living room is indirectly lighted, even at night the effect is unusually open and pleasing, and glare is eliminated.

From bedroom windows as nearly as possible each vista should be different. It might be brilliantly flowering shrubs from one, a rose garden from another; contrasting evergreens; the end of a wall covered with climbing vine and so on, with taller deciduous trees or evergreens as a backdrop. Fruit trees also offer beauty all through the season, particularly when flowering or fruiting.

For modern two-story houses, that picture window beside a stairway as you mount the stairs should give you a glimpse of sky, sunshine and floating clouds, perhaps the top of a tree at one side to impart the balance of a landscape painting, one that changes continuously from morning until night, and with the seasons.

Your nurseryman can tell

you what and how to plant, in order to make the most of the possibilities open to you. Your plantings likewise can be arranged to give a somewhat similar effect from ordinary windows. Even if the possibilities are not so great, vast improvement generally can be made in the various vistas as you look outdoors. "Test this by looking out your windows," says Dr. White. "Generally speaking, fall is the best time for such planting. Your nurseryman can advise you."



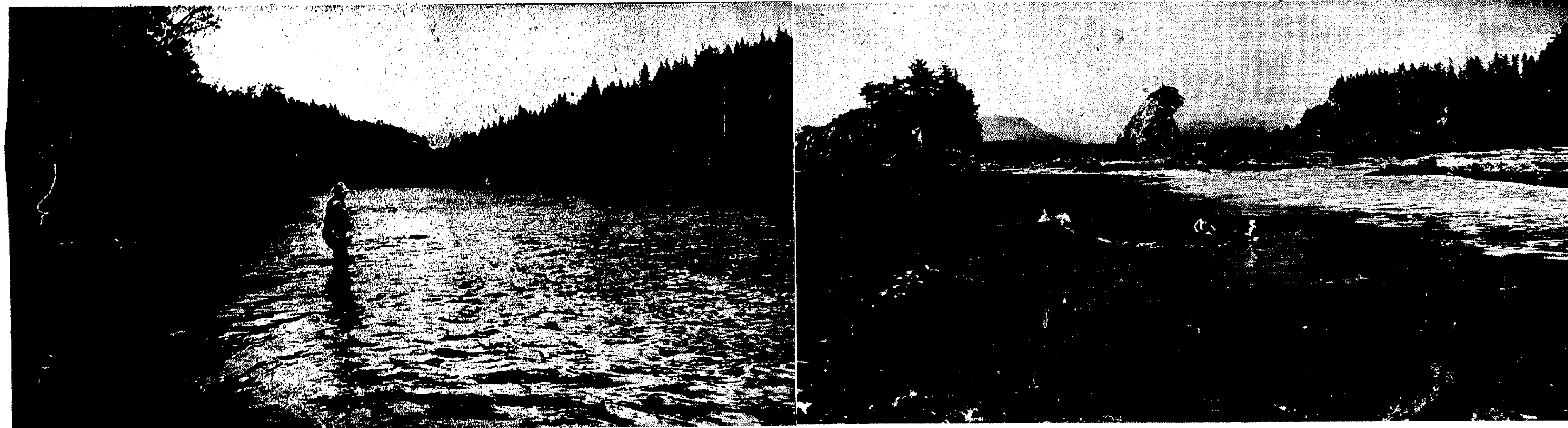
Crystal supports and silver-plated case hold the German-made works of "Dutch Boy" clock (left), put together by Craft for use on a movie set. French-made works with cast brass case form clock (right), approximately 100 years old.

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British Columbia! Land to the north! Place of scenic beauty on every hand. Highways like one above, the Trans-Canada, lead tourists into this enchanting land. Mt. Cheam is in background.

New wonders unfold at every turn of the highway. Here is Anderson Lake, typical of many similar bodies of water which lie hidden in the back country. Snow-capped peaks wall in lake.



Streams are so inviting that fishermen cannot resist the temptation to pause and do a bit of fly fishing along the way. Here an angler tries his luck along the banks of the Stellako River.

* And then there's the coastline. Like that of California, Oregon and Washington—and yet so different! Tourists in the picture above find a dip as exhilarating as the scenic beauty.

Photos Courtesy British Columbia Government Travel Bureau.



"A joke? Okay, I'm listening." ... That's what Julie, the daughter of Mr. and Mrs. Fred Roberts, seems to say.

"Say-y ... this is good! G'wan." ... What she hears seems to tickle Julie, in daring, off-shoulder dress.

"Wow! That's a yaki Joke, that is." ... Julie, who's a little over year old, and personality plus, gets the point.

Photos by H. S. Melvin.

Six Rooms And A Pool

By Dorothy Killam

IT USED to be that only movie stars with their oversized estates could boast a swimming pool. But now that servants are out of style and people are building homes they can maintain with little help, even a six-room house may have a swimming pool in its sensibly-sized backyard.

Mr. and Mrs. R. W. Patrick both like to swim and they wanted a swimming pool in their back garden, but they didn't want a house proportioned like a hotel because Mrs. Patrick prefers to do most of her own house work.

Their new home at 1022 Amelia Dr., in the new Bixby Knolls district, packs acres of lawn but their six-room house is built on a lot just big enough for a not-too-large swimming pool, a badminton court and a building for dressing rooms, a half bath and a laundry. There is enough of the yard planted to lawn and

Swimming pools no longer are luxuries enjoyed by filmdom's elite alone, as one Long Beach couple has proved in building their Bixby Knolls home.

flowers to make it comfortable and attractive without making garden slaves of its owners.

Although the house has only six rooms, these are so well proportioned and arranged that a large number of people or just a few can be entertained with ease. The combination living-dining room, activity room and kitchen are all closely connected and the activity room opens onto terrace and swimming pool beyond.

THE master bedroom, guest room and den make up the other half of the house. Mr. and Mrs. Patrick drew their own plans and took them to a draftsman who made them workable. The front door opens directly

into the living room and a partition of shelves below a grill checker-boarded with fluted glass makes a kind of passageway between the front door and the bedroom hall. Mrs. Patrick displays her lovely pieces of cut glass on the shelves.

A Chinese mural on wall paper makes the wall adjoining the front door interesting. Wooden trim on the fireplace and mantel, in a classic design, is painted white like the other woodwork to stand out against the deep green walls. Carpeting is grey, the right background for chartreuse and red sectionals.

Furnishings are all in sectional pieces that can be ar-

ranged in numerous ways. A large round ottoman will comfortably seat about four people if four people should decide to sit on it at once. Even the coffee table can be pulled apart to make two smaller ones or put together to make a larger one.

A sliding door leads to the kitchen, half of which is devoted to work space and the other half to dining. Yellow and red paper in a rooster design decorates the wall at the dining end. Chairs are upholstered in red leather, matching the red-topped table.

WELL-PLANNED cupboard space makes this kitchen more efficient. A corner cabinet revolves, one cupboard has slots for filling pan lids, another for trays and cookie sheets and in one corner of the work counter is a cabinet for the electric mixer. Pans are placed on adjustable shelves where they are easy to get at and the dish cupboards between work counter and dining area open from both sides. Linoleum in a splatter pattern is gay.

A small sliding door between the serving counter in the kitchen and the snack bar in the activity room serves as a pass between the two rooms. The fireplace in the activity room is built in a floor to ceiling panel of pencil stone and walls are papered in a bamboo pattern. Windows across one wall look out on the terrace, swimming pool and lawn and a glass door unites indoors and outdoors.

Blue tile used on the swimming pool gives the water a cool color. Sun baths can be enjoyed on canvas cushions on the cement block and glass wind-break. Between the terrace and pool, lawn is planted.

LARGE corner windows in the master bedroom look out on the garden and pool. Draperies in a striking pattern of chartreuse, blue and violet can be pulled for complete privacy.

Extra large twin beds are pushed together and made up as one to resemble an oversized double bed. The spread is quilted fabric in the same pattern as the draperies, and bolsters stand against a shelf headboard during the day. At



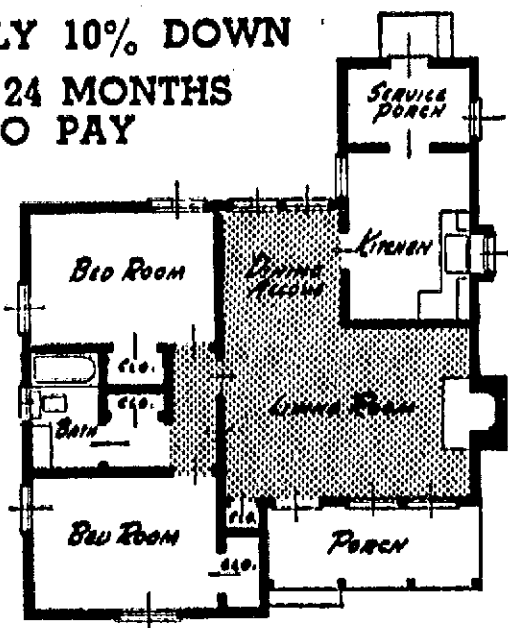
Beauty and healthful recreation are attributes of the back garden of the pleasant home of Mr. and Mrs. R. W. Patrick. Blue tile trim around the swimming pool gives the water a cool shade of blue. Cushions are placed for sun bathing.



Lawn and garden in front of the Patrick home are just sufficient to landscape the home and the grounds but not enough to make garden slaves of the owners.

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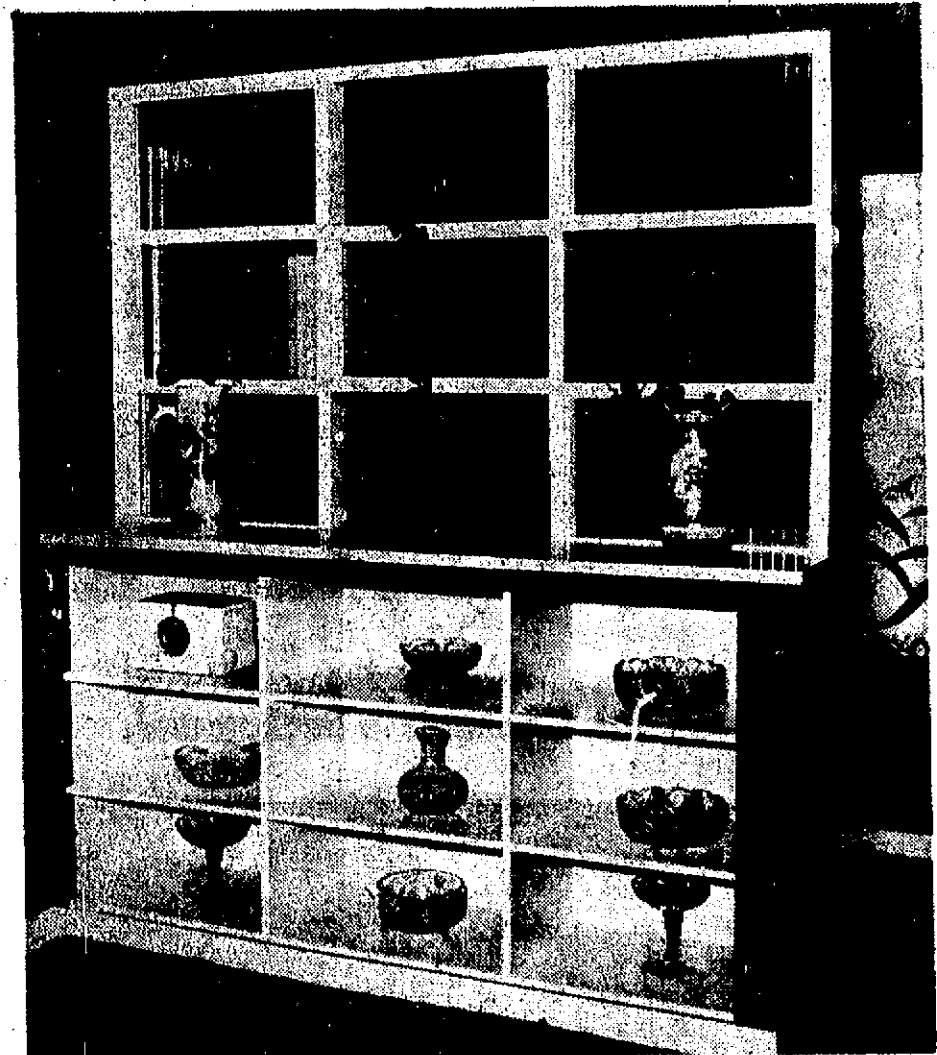
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Mrs. Patrick displays cut glass, which she collects, in this shelved partition below a grille with fluted glass.



Wallpaper with a design worked out in red and yellow decorates wall of dining end of Patrick's kitchen.

With Gingham and Felt

THE YOUNG girl in your family will thrill with pleasure if you make up her room in a style to please with bright young colors—for instance, bright red, blue or green and white gingham with matching bright felt for frills and furbelows. Not only are the bright colors young but they are smart, too.

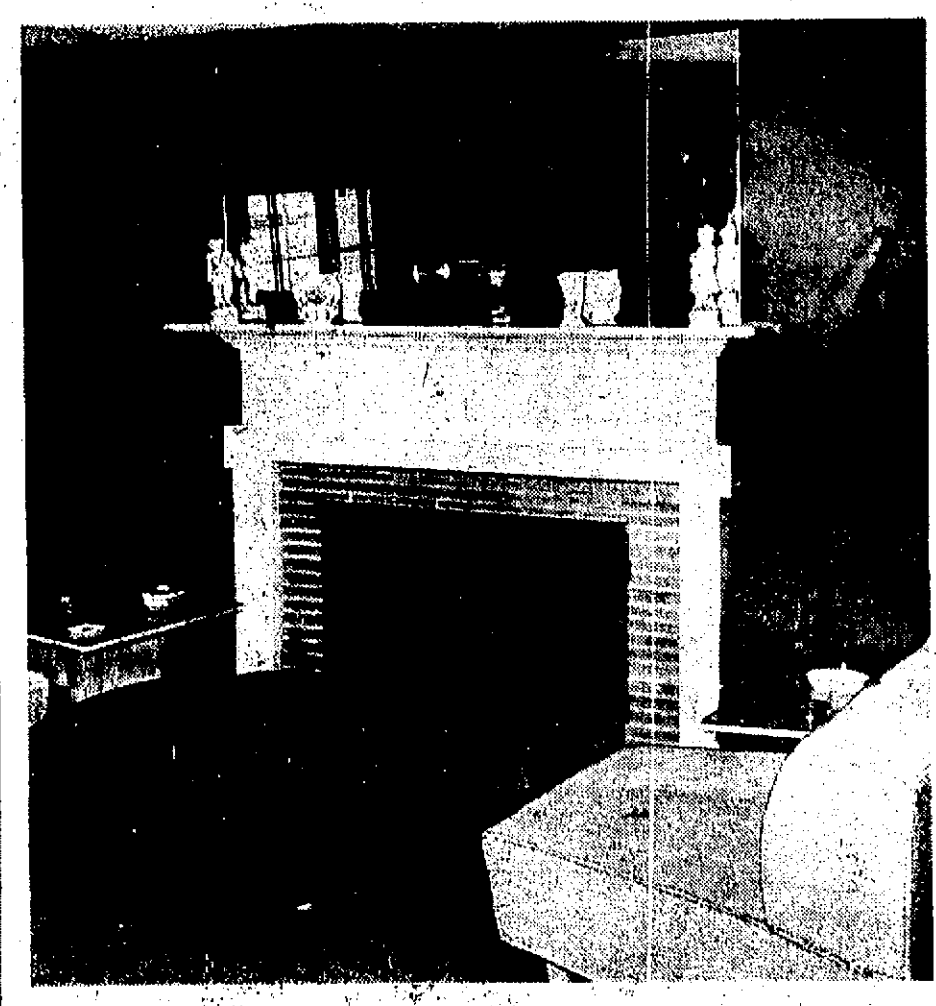
To start, paint the walls white and use the simplest furniture to equip the room. A felt-covered frame for the window is the fanciest touch but it may very well be the one she likes best. Make the frame of plywood and plot its curves on paper first. Draw curves for half the top and then for half a side piece on sheets of paper that are half actual size, then follow the pattern on the wood with a scroll saw.

The bed headboard could be unfinished or a cut down ugly affair that a neatly tailored

felt slip-cover conceals. It could be the footboard of an old bed from which the headboard has been removed.

Count on color and the fresh clean look of gingham rather than too many frills. The straight hanging curtains and dressing table skirt are easy enough for your daughter to make. Let her cover her own dressing table stool and work out her own ideas for pictures. Felt covers old frames handsomely when it's glued on all over them with strong glue. Both felt and gingham for mats custom-make the pictures for the scheme of the room.

A little slipper chair may have started a long career as a dining chair or even as a kitchen chair, but it's a prize with its legs cut down and a gingham skirted slip-cover of felt. Pad an open design chair back under the slipcover and add padding to make a more comfortable seat.



The wooden trim of the mantel is painted white, like rest of woodwork, to contrast with green walls.

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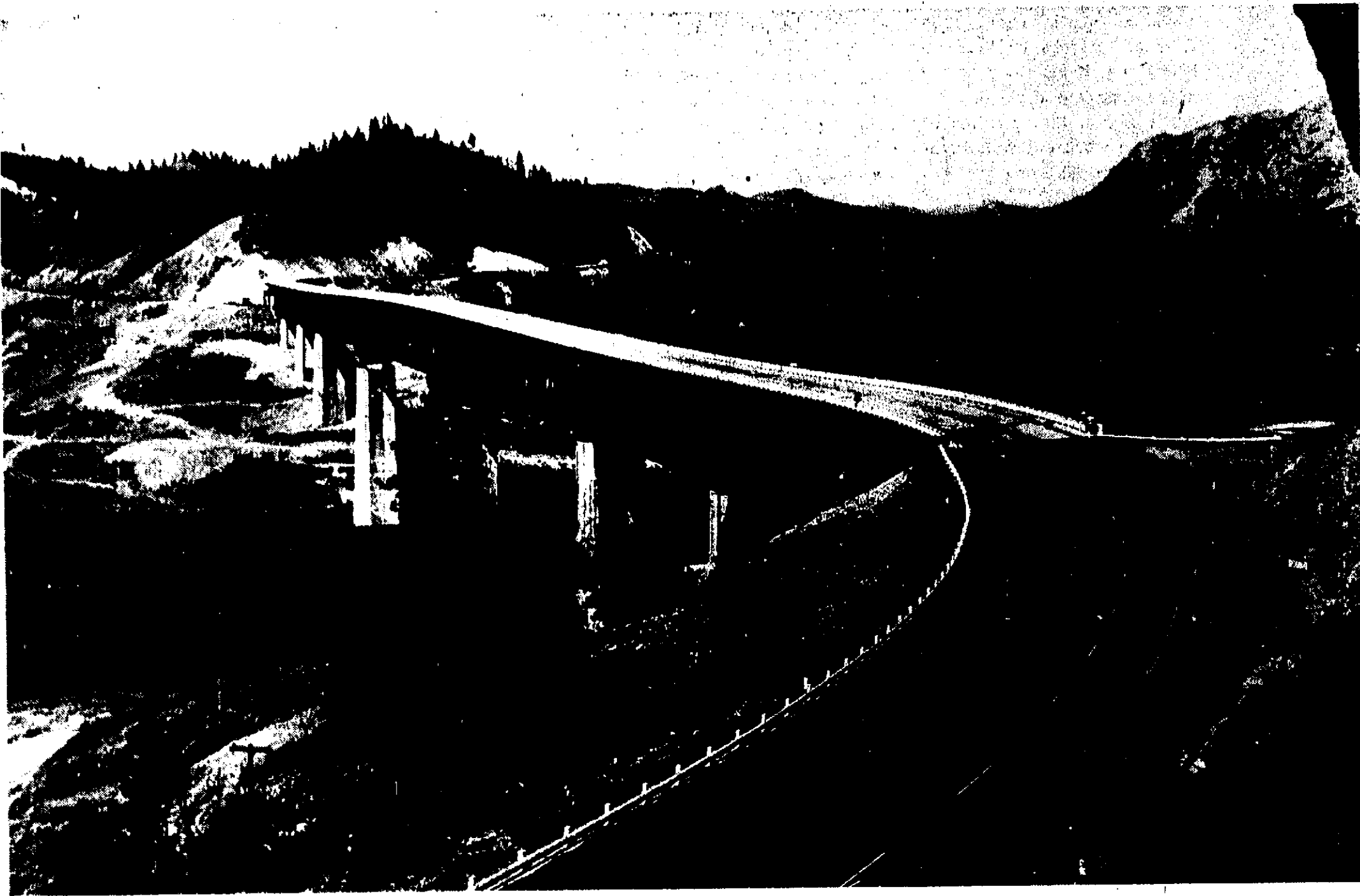


Bolsters are placed against a shelf headboard by day and pillows are taken from headboard cabinets for night. Twin beds are placed to make up like one.

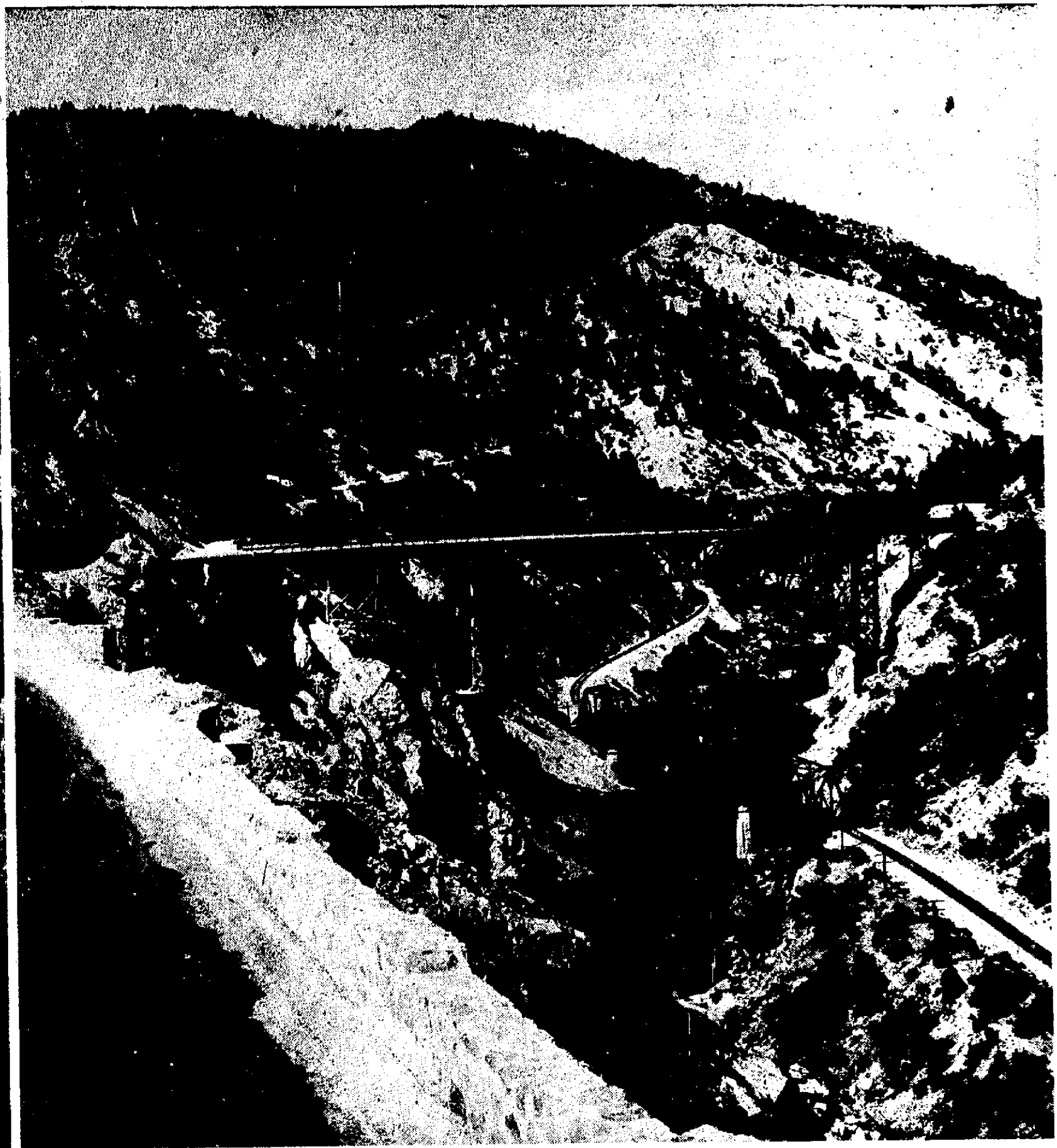
—Photos by Jasper Nutter.

California's Colorful Bridges

Stately bridges are among attractions which delight the eyes of motorists as they tour auto routes of the nation. Pictured on this page are a few of California's highway spans chosen for size, beauty.



The Pit River in Shasta County is spanned by this four-lane structure that rears its giant shafts and roadway to breath-taking height above the level of the water below. The river valley lies far beyond.

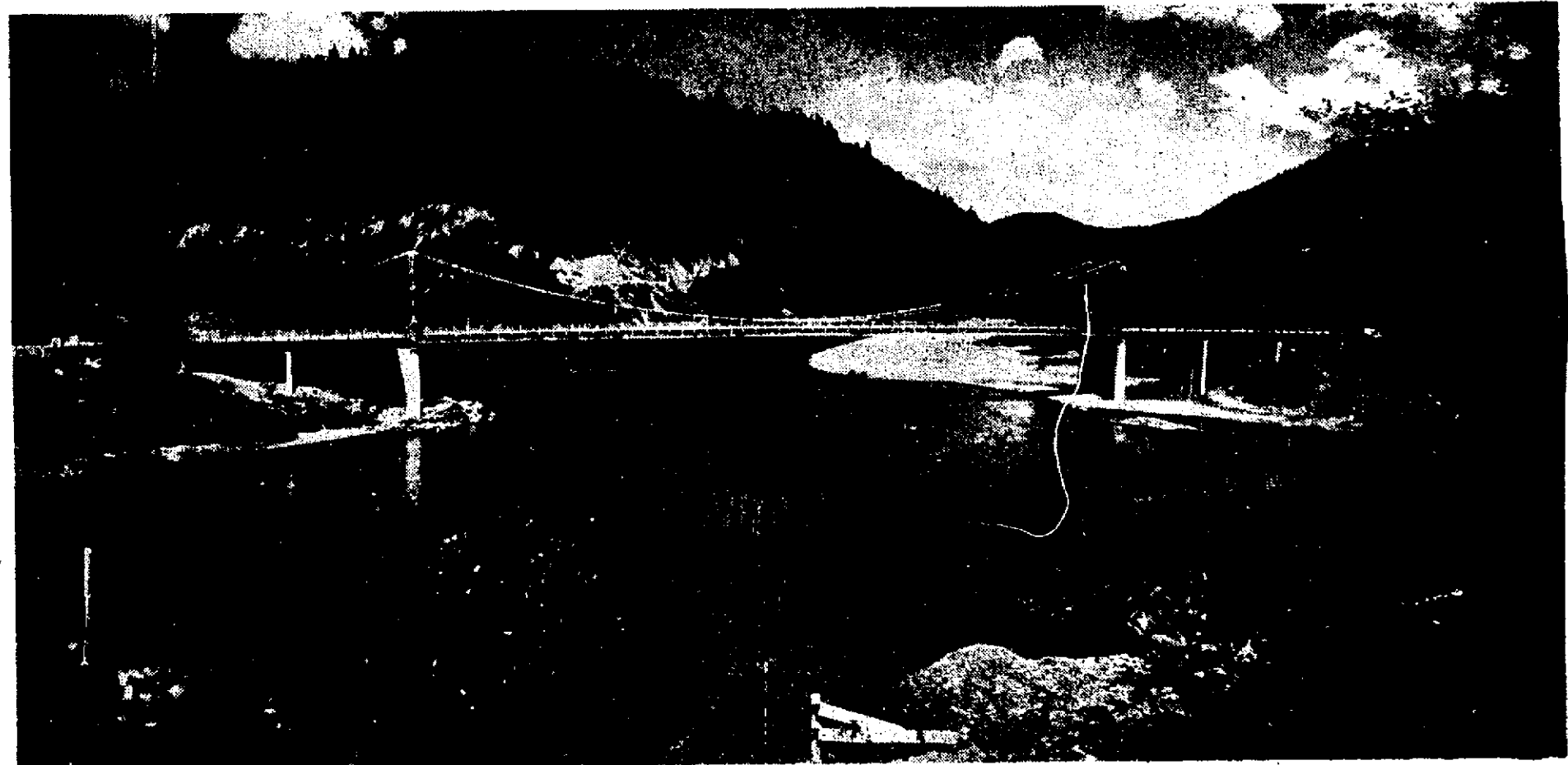


Like criss-crossed lace of steel, the Pulga Bridge on the Feather River Highway crosses far above the more earthbound span of the Western Pacific Railroad.



—Courtesy California Division of Highways.

Less spectacular than some of state's bridges, the one above in Cahuenga Pass assumes big proportions only when viewed as part of the huge project that is the freeway through the pass.

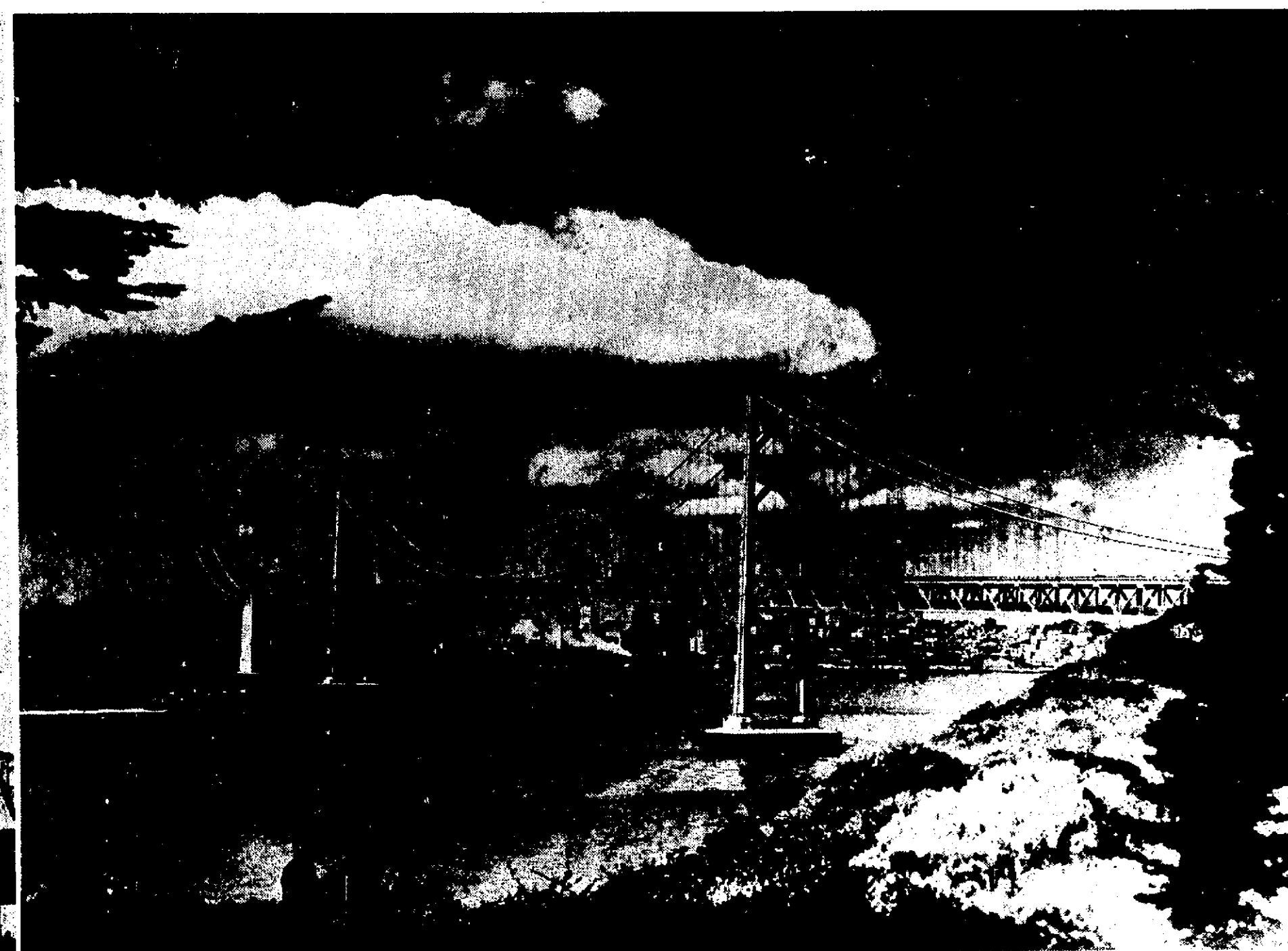


The Klamath River no longer was a barrier to traffic after this long span was flung across the stream at Orleans. Sky, hills, stream and bridge combine to provide a picture of beauty.



—Photo by Charles Tolly.

Commodore Heim Bridge, close at home, rises majestically to leap channel that separates the mainland and Terminal Island at one end of freeway between the port area and Los Angeles.



Spectacular in every sense of the word are the giant Golden Gate and Oakland Bay spans in San Francisco. The Oakland Bay Bridge is shown. City of San Francisco rises in background.

*On the
College
Campus*



A sunburst of tiny inset forgetting designs circle the jewel neckline of this soft fall blouse designed by Stephanie Korst. Fabric is worsted wool jersey which, this year, will be the foremost in all of the important separates collections.

Mother was a freshman—Young version of Mother's two-piece dress (right) is of corduroy with striped jersey blouse. The gored skirt is topped by a double-breasted cut-away jacket with silver circus buttons. It's by Saba.



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SQUARE DANCE DUDS

"Pair-Offs" of worsted wool jersey are worn by models at extreme right. Girl on left wears short-sleeved blouse with slim skirt having camouflaged fullness. Right blouse has sloping shoulder, shawl collar. Both Korst designs.

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HERE'S AN IDEA

Bathroom Decoration

By Peggy Sewell

MR. AND MRS. HUGH R. ROGERS OF 1234 E. 55th St. have a long, narrow bathroom. It is very small, very efficient, and very compact. Yet, unlike most bathrooms of its size, it has a definite character and personality of its own.

Decorating a bathroom is a challenge to most home decorators and Mrs. Rogers met this challenge with startling originality and clever simplicity. The result is a room which will be remembered for its simple artistic treatment.

The walls, the ceiling, and the fixtures are all sparkling white. In direct contrast, the floor is covered with black asphalt tile. The only decoration is an underwater scene, painted on the two walls above the tub. It is this scene which gives the room its distinction.

By using ordinary enamel, Mrs. Rogers blended the basic colors of red, yellow, and blue into a delightful composition. She painted waving plants in shades of green and tropical fish in golden hues. Streaks of

pale blue were added in strategic places to complete the illusion of a glimpse into underwater life. The effect of these vivid colors against a background of black and white is indeed dramatic and effective.



Ordinary enamel was used effectively to paint underwater scenes on two walls of otherwise white bathroom.

Camera ANGLE

By The Shutterbug

ONE OF the surest methods of making natural, lifelike snaps of your friends is to picture them while at work—engaged in their actual jobs or in some hobby or home activity to which they are devoted.

The reason that pictures of this type work out well is, of course, two-fold. For one thing, your subject is far less likely to be camera conscious when doing some common, everyday chore. A second point is that a subject's activities help to tell something about him.

Pictures of people at work should be made at close range, generally speaking. A close-up, of course, provides a "big" picture of your subject. And it helps to show clearly what he's doing. So for pictures of this type, shoot from 4 to 10

feet away. Or 6 to 10 feet away if you're using a fixed-focus camera such as a box camera.

There's no problem in posing your subject for pictures of people at work. Their natural working position will take care of the pose automatically. This is true whether you're picturing mother engaged in clipping the garden hedge, dad as he paints a screen, or your high school brother polishing the car.

It's equally true of pictures indoors—mother rolling out the crust for a pie or Dad as he fixes a broken lamp plug.

But while posing is easy it's wise to look beyond your subject. By doing this you can check the background and make certain that it includes no elements which will mar your picture—telephone wires,



Pictures of people at work will be among your best snaps. Plain background helps make subject stand out.

scraggly bushes, trees which appear to sprout from your subjects. Pictures of people, are always best when all attention is concentrated on the subject with no distracting background details.

THERE was no vacation in the photo industry just because the most of the rest

of us took one. This becomes quite evident when we wade through the news announcements of new developments, products and books. From the mailbag, then, here is one item that may prove useful or interesting.

A new, low-priced flash shield that will fit all types of flash gun reflectors is being marketed by the N-A Standard Products of New York. This plastic diffuser has a rubberized spring clip and adjustable bar to compensate for any type of reflector, deep or shallow. One thumb screw holds both bar and diffuser in position.

FOR THOSE with sensitive skins, a lotion called asterma might be the answer. This is spread on the hands and rinsed in cold water before tackling the photo solutions. It is removed with hot water and soap. This will indeed be a boon to those dark room addicts who "can't touch the stuff" because they are allergic to certain chemicals.

For lens lovers there's a cleaning aid designed to banish moisture. At this time of year when a camera is brought from the cold outdoors to the warm indoors, moisture can condense on the lens. Plus a fingerprint, this can collect dust and air gasses. Along comes a liquid coating to end all that. They say put one drop of this stuff, silicone, on the lens and polish it in with lens tissue. It likes the glass and hangs on tightly, but it doesn't like moisture and repels it. Being choosy like this is good—for the lens.

GEORGE JEWELL BAKER, who was a recent judge at a print competition of the Long Beach Camera Guild, is to conduct classes in photography at 8 o'clock on Tuesday evenings, beginning Oct. 25, at Knolls Camera Shop, 4280 Atlantic Ave. He expects to stress negative and print techniques, inspection development, and his high light printing system, all of which he declares are a bit different from anything taught by any other instructor in the country. Baker has been with the Fred Archer School of Photography and writes on photography for the national magazines. One of his articles appeared in the October number of Popular Photography.

Cleaning Furniture

OF COURSE you can wash the wood parts of furniture with soap and water. Why not? Because cleaners and polishers work so well most of the time the question of whether or not soap and water should be used at any time is often asked. If furniture has been stored—if dust and soot is persistent—even if you just aren't satisfied that the furniture is clean—wash wood parts with a damp cloth and bland soap. Be sure the soap is mild, use very little water and wipe off the wood immediately. Don't be afraid to apply elbow grease because finishes are usually pretty hardy and the color may be clouded more than you think. It's the wood parts of upholstered furniture that often need washing most. Avoid harsh or abrasive soaps, however.

Food for Life

Asparagus beds started from seed will begin producing well almost as soon as a bed started from roots. A bed in rich, deep soil will last a lifetime.

LONG BEACH CAMERA GUILD will have an inter-club color slide competition with the Circle of Confusion Camera Club of Whittier in the Alamitos branch library, 1836 E. Third St., Oct. 26 at 8 p. m. Seventy slides—35 from each club—will be entered. Many slides to be exhibited have won in national color salons. Local judges will be Frank Lindgren and Fred Gilmore. Harold Larsen, president of the Long Beach club, will preside.

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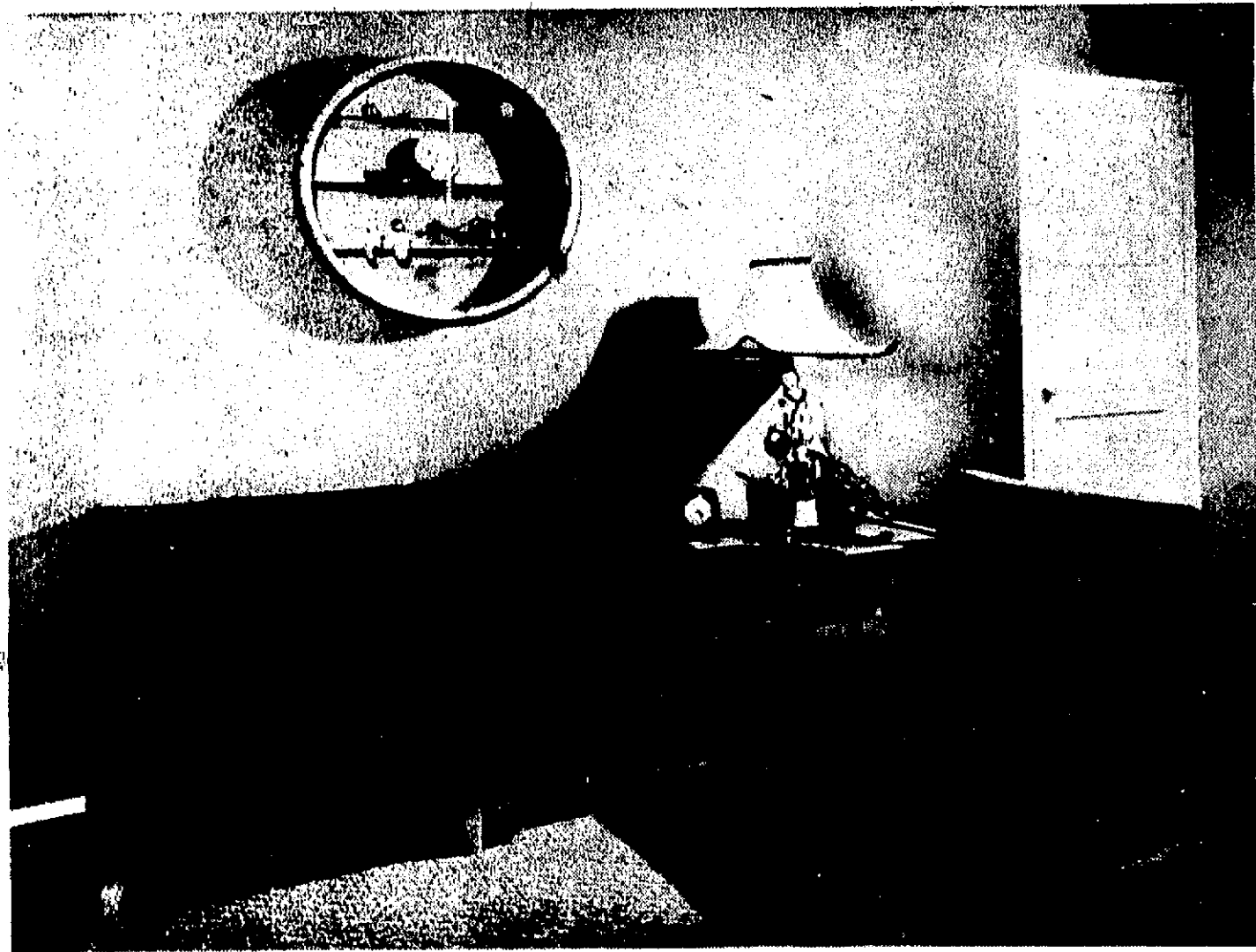
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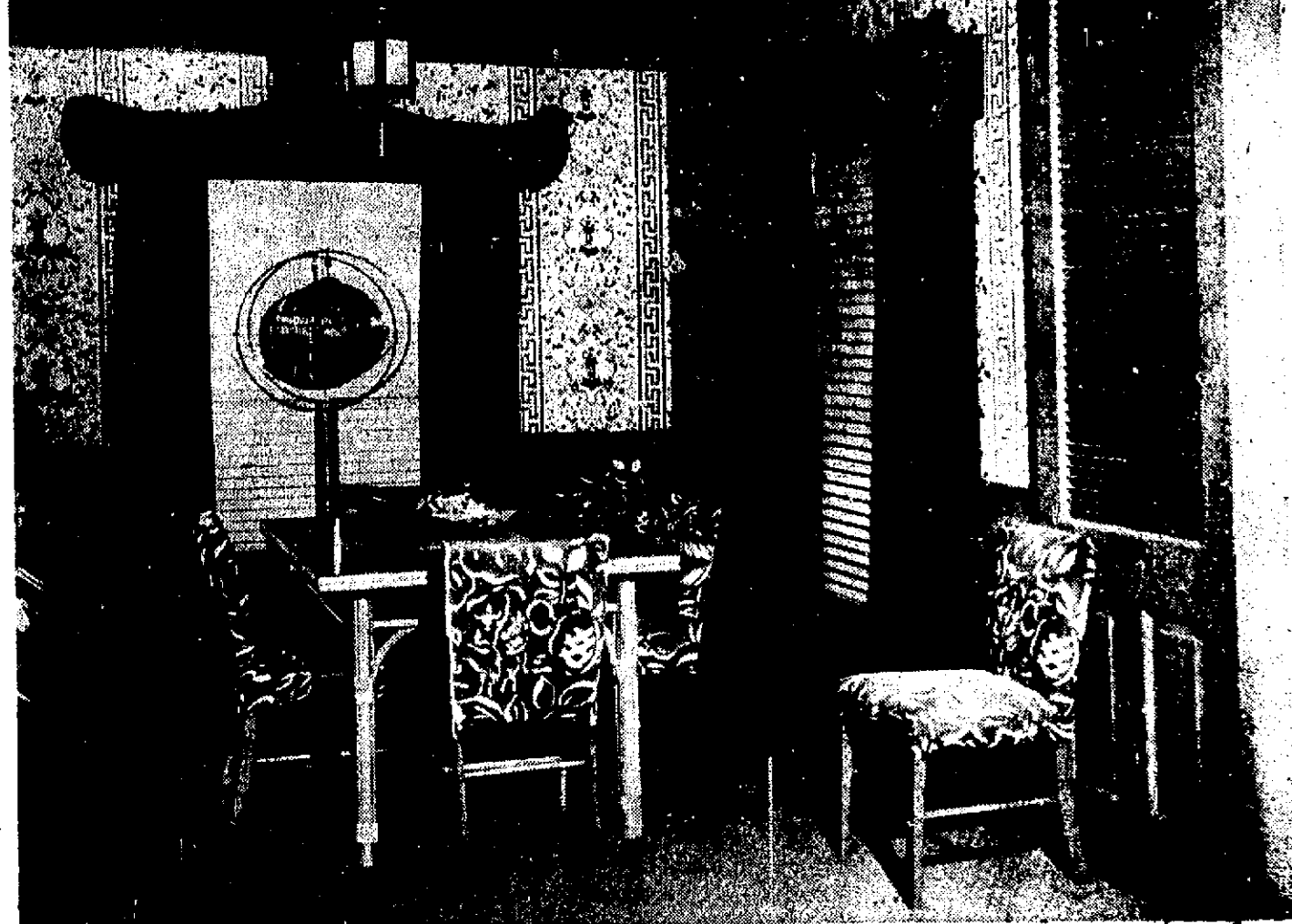


Valances styled in a Chinese motif to harmonize with room's accessories were upholstered by Mrs. Demler.

Accessories from CHINA



Oriental accessories point up the home of Mr. and Mrs. Edison Demler. A green living room sectional is placed for viewing television at opposite end of room.



These handsome dining room chairs were unsightly oak pieces until the seats and backs were upholstered by Mrs. Demler in fabric which has a leaf design.



Restrained Oriental styling is used in this TV cabinet. Dishes above cabinet are pieces brought from China.

THE CHINESE accessories which point up contemporary furnishings in Mr. and Mrs. Edison Demler's home at 287 Covina Ave. are authentic pieces brought from China by Mrs. Demler's parents who were living there when she was born. In fact, a lovely silver tea set of plump teapot, sugar bowl and cream pitcher which graces a shelf in the dining room was given to Mrs. Demler by a friend in the Orient when she was born.

The color scheme of various values of green contrasted by rose hues which Mrs. Demler has used in the living room and adjoining dining room accounts for much of their beauty. The Demlers did much of the painting themselves—buying ready-mixed paints but adding color to some of them to get the desired hue.

The ceiling and one wall in the living room they painted

By Althea Flint

cyclamen pink and the other walls a leaf green color for contrast. Carpeting is a lighter value of the same color. A sectional couch, two chairs and pull draperies are also various shades of green. All these variations of the same color were carefully chosen to complement one another—there is no clashing of inharmonious hues.

CORNICE boxes are shaped to resemble Chinese pagodas. Mrs. Demler had them cut and then covered them herself with a leaf-print fabric. She used this same material to upholster a chair. This chair and another which she covered in green to match the draperies are grouped with a nest of tables before the large front window.

A deep mahogany television

cabinet of restrained Oriental design is placed at the far end of the room. The sectional and chairs are grouped to offer their occupants a comfortable view of the screen but avoid a stilted, theater arrangement.

Over the television set are grouped several beautifully painted plates which Mrs. Demler's folks brought back from China. A hanging shelf is hung with these plates. A gold fish swimming in a goblet and a Chinese brass bell hanging from a carved teak base are other interesting accessories.

In the dining portion of the room, which can be partially shut off by louvered doors, the windows are treated the same as those in the living room only Mrs. Demler covered the valances in plain green fabric like the draperies instead of with the patterned material used in the living room.

The good-looking chairs were ugly oak ones until Mrs. Demler upholstered their backs and seats with a brown-and-white and green-and-white leaf pattern. A rattan table is appropriately used for dining. Over the ceiling light is hung a Chinese lantern with patterned silk panels.

THE BEDROOM hall was given a lift when the Demlers had it papered with a pink-and-white, vertical-striped pattern. A canyon pink color which blends with the pink stripe in the hall paper is carried into the room of the two Demler girls where it is used on two walls. The other two are papered in a storybook pattern. Rae, 8, and Bonnie, 5, have twin beds covered in turquoise-checked spreads trimmed with white organdy ruffles.

Wooden scalloped valances on which stuffed animals sit, top white ruffled curtains. A glass door opens onto a paved court yard. Pink shag rugs on the floor are a size which can be washed in the washing machine.

An extra bedroom has been decorated so it can serve as both guest room and den. Its studio couch is slipcovered in a floral pattern so it can double as a bed. Wallpaper in a woven grass pattern, a bamboo roller blind, pull draperies in a hibiscus design like the slip cover, and a grass rug contribute to the tropical motif.

and sold it to the then Duke of York, in whose family it remained until the middle 19th Century. It disappeared at that time not to reappear until the third decade of the 20th century when it was purchased in New York by an American of wealth and taste.

History credits Charles II as presenting his favorite, Nell Gwynne, with such a bowl, and these might well be the identical pieces.

Whatever legend might be fact, is up to the imagination of the reader. Both are plausible. The fact remains, it is a rare and beautiful silver piece, a credit to the discriminating taste of its owner.

Rosenberg is displaying the Canterbury Bowl in the Delmar Hotel Bldg., Ocean Blvd. and American Ave. during this week for the pleasure of those interested in viewing it. It may be seen from 10 a. m. to 7 p. m. each day.

sive portrait study in silver carving with the design, craftsmanship and the infinite detail in modeling the figures and the extraordinary delineation of the horses, all serving to identify this great wine cistern as one of the more important large pieces of silver known in the world today.

Topping the piece is a coat of arms above the crest which has been identified as that of Sir Thomas Stapleton, who succeeded through his great-grandmother, Lady Catherine, daughter of Vere Fane, Earl of Westmorland, to the Barony of Le Despencer. The coat of arms evidently was imposed later and the center crest re-silvered.

LEGEND has sent us this story: Brian Boru, the mightiest King that ever trod a shamrock, vowed a pilgrimage for himself and his court to the Tomb of St. Patrick if his beloved should recover from a well-nigh fatal fever. The lady recovered but in recovering, her contemplation of the spiritual was so strong that she forsook the pilgrimage, accompanied by Bridget, then Abbess of the Convent of St. Anne.

In keeping with his oath, Brian and his court made the pilgrimage. The central panel of the Bowl denotes the outset of this pilgrimage.

There is a record of such a bowl being made for King James II, celebrating his accession to the throne. After the battle of Boyne, the bowl is supposed to have been carried to the Governor's palace in Belfast, where it remained until the secularization of Ireland by Cromwell and his Roundheads. The bowl disappeared at this time, not to be heard of again until it was smuggled from revolutionary France by an impoverished noble, and sold in London to a silversmith.

The silversmith renamed the bowl the "Canterbury Bowl"

By Mary Lou Zehms

the pilgrims in the Canterbury Tales as they leave Tabard Inn.

In the prologue which Chaucer prefixed to them is the general plan of the Tales. He supposes there that a company of pilgrims assemble at an inn in Southwark, and agreed that, for their common amusement on the road, each should tell at least one tale while going to Canterbury, another coming back; and that he who told the best tale should be treated by the rest with a supper upon their return to the inn.

The characters of the pilgrims are as various as, at that time, could be found in the

various departments of middle life; that is, as various as could be brought together so as to form one company with the highest and lowest ranks of society being excluded.

"A KNIGHT there was, and that a worthy man, That from the lyme that he first bigan To ryden out, he lovede chivalrye, Trouthe, and honour, freedom and curteisie."

Thus begins the tale, to be followed by those of the Squyer, a Prioress, a Monk, Frere, Marchaunt, Clerk, Man of Lawe, the Wyf of Bath and many other characters. All these are clearly identifiable in the raised panels of the bowl.

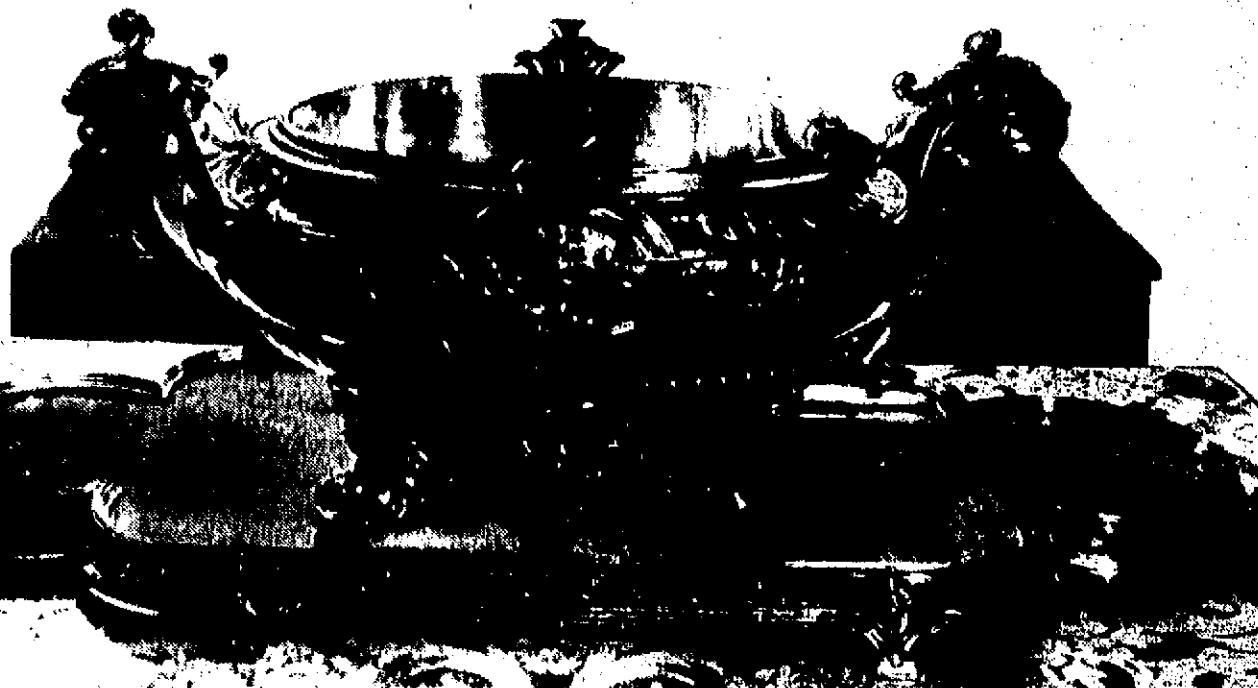
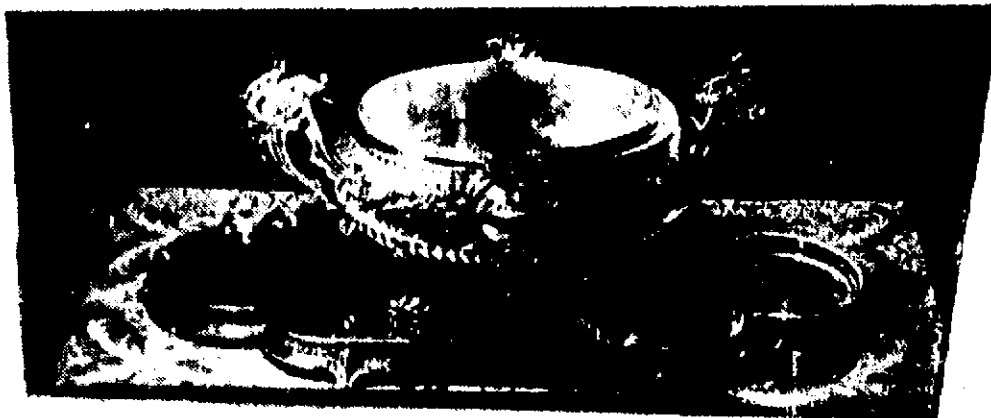
The cavalcade is an impres-

Ancient Canterbury Bowl

ONE OF the most important large pieces of silver in the United States, an exquisite example of late 18th century workmanship, is in the possession of a Long Beach resident, Fred Rosenberg. It is a great bowl of solid silver, hand chased by an incomparable artist. This antique banquet wine cistern is of a type rarely seen outside important museums.

The bowl, more than three feet long, two feet wide and a foot high, contains over 700 ounces of fine silver and is accompanied by a mirror plateau four feet long.

Two panels of figures, covering the two sides of the piece finished in high relief, depict

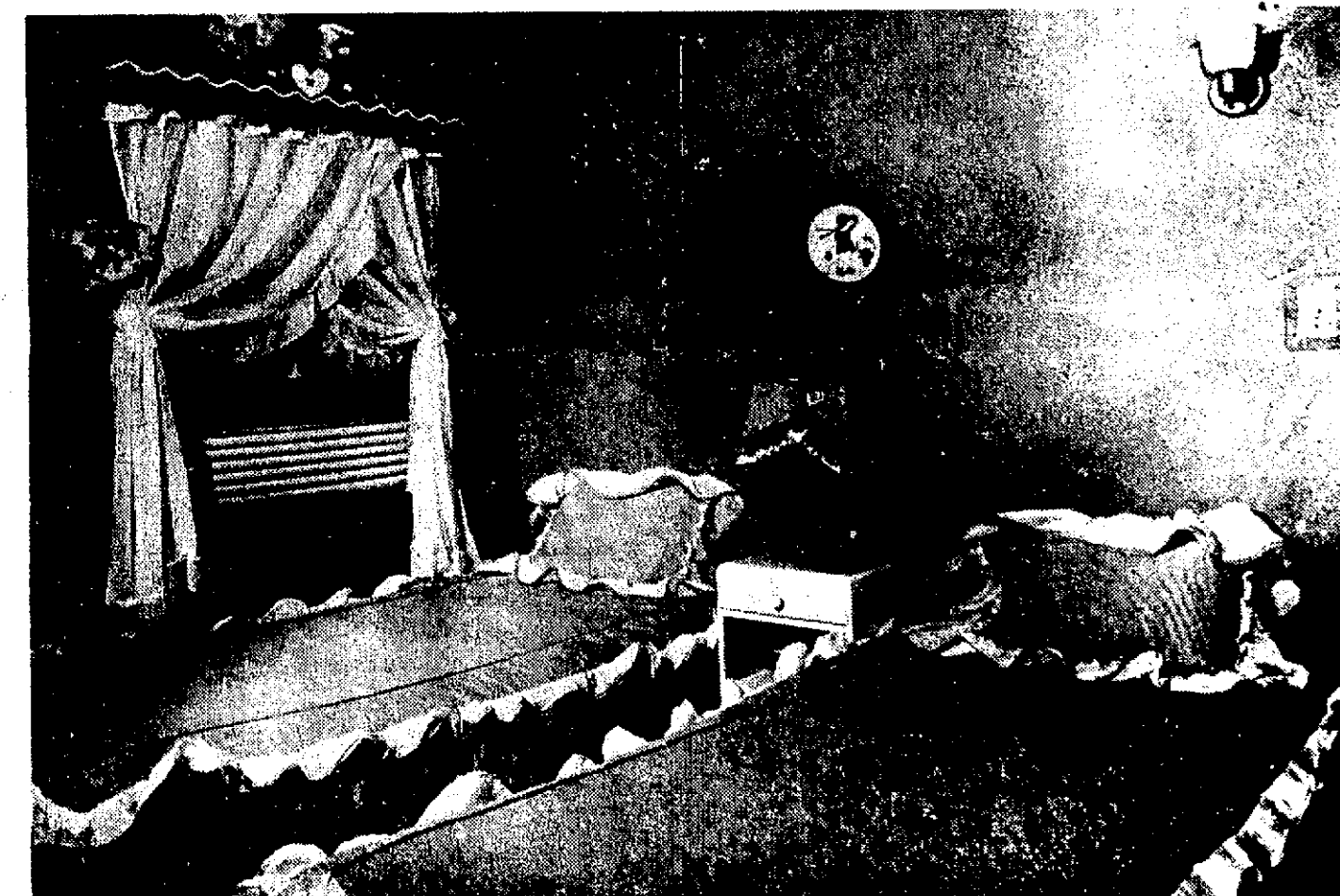


This antique banquet wine cistern of solid silver, hand chased by an incomparable artist, is a priceless possession of Fred Rosenberg of Long Beach.

Sunday, October 23, 1949



White shutters flank the front door and symmetrically-placed windows stand out against the blue exterior treatment of the home of Mr. and Mrs. Demler.



The Demler children, Rae, 8, and Bonnie, 5, share this room which is quite obviously the room of two young girls. Spreads are washable seersucker.

Floor Colors

THE COLOR of the floor counts in your color scheme—even a narrow border around a rug can be a blight on well laid color plans. Too bright yellowish floor, or a floor dulled with too many coats of dark varnish may be the false note in the room that you hadn't noticed until now. If the floor is due for a refinishing job, don't think you must stick to the same old finish colors—ask to see a color card on new finishes and you'll get new ideas. One outstanding paint and varnish manufacturer makes a beautiful floor finish called driftwood, a soft medium gray. A gray floor might make a surprisingly big difference in the effect of the room, and is especially handsome with the new gray finished furniture.

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Party Fare

By Mildred K. Flanary

for Halloween

Witches, hobgoblins and their ilk will gather soon on Halloween. Be ready for them—with food!

“WHEN witches roam and black cats howl, and you hear the screeching of the blind old owl; when the chattering bat files past your face, and scarecrow and jack-o'-lanterns run a wild, wild race . . .”

Well, then it's Halloween, and a night when all good friends from the pigtail brigade to the grown-ups should have a party. So send out your invitations and set your plans in motion.

Halloween and apples just naturally go together so, whether your merry-making is planned for youngsters or grown-ups, you'll want to have a good supply of big juicy apples on hand, cold and crisp in the refrigerator. There's nothing better, or more easily doled out to those adorable bell-ringing beggars than apples. For the children's party, there's something readily received: Candied stick apples.

Have a big lighted pumpkin in the center of the table and encircle it with the apple sticks.

They're easy to prepare—this way:

Candied Stick Apples
6 red apples
½ cup sugar
1 cup brown sugar
½ cup corn syrup (light)
½ cup water
1 tablespoon butter
1 teaspoon vanilla

Combine sugars, syrup, water and butter in saucepan and heat slowly, stirring, until sugar is dissolved. Continue cooking over low flame without stirring until syrup reaches light-crack stage. Remove from heat and add vanilla. Insert wooden sticks or skewers in stem end of apples. Dip apples into hot syrup. Remove and twist to spread syrup evenly. Place apples upright on wire cake cooler until cool.

Probably synonymous with Halloween and apples are doughnuts. How ever could you give a party without them?

Doughnuts
¾ cups sifted flour
4 teaspoons double-acting baking powder
1½ teaspoons salt
1 teaspoon nutmeg
2 tablespoons shortening
½ cup sugar
4 egg yolks, well beaten
¼ teaspoon vanilla
¼ teaspoon lemon extract
1 cup milk

Sift flour once, measure, add baking powder, salt and nutmeg, and sift together three times. Cream shortening, add sugar gradually, and cream until light and fluffy. Add egg yolks and flavorings and beat well. Add milk and mix thoroughly. Add sifted dry ingredients, beating until smooth. Chill dough for easier handling.

Roll dough ¾-inch thick on floured board. Cut with 3-inch floured doughnut cutter. Fry in hot fat (375° F.) until brown, turning when tops of doughnuts become rounded. Drain on absorbent paper. Makes 2 dozen doughnuts.

HOBOGBLINS, too—see what we mean in the above picture—must always be

on hand in this realm of children's parties. Equally as important as wearing old clothes, playing tricks, ducking for apples and playing ghostly games, are the eats. And that's where Halloween Hobgoblins can play two parts: As special party favors and as mighty good eating. They're easily made, too, with marshmallows, figs, and lollipop sticks. The sticks are stuck through the center of crunchy, candy-like balls of cereal; topping these are marshmallow “collars” with the name of a guest written on each in melted chocolate; then come the figs to form heads, with split almonds used for eyes, nose and mouth. Aren't they cute?

Small sandwiches of peanut butter on white bread cut into crescents, and cream cheese on whole wheat bread cut into jack-o'-lantern faces, with hot cocoa and yellow corn candy, complete the refreshments in true Halloween style. They're simple, colorful, and good!

Arrange them as shown above, and here is how to prepare them:

Halloween Hobgoblins

1 cup honey or molasses
½ cup sugar
1 teaspoon salt
1 tablespoon butter or margarine
12 cups corn flakes or wheat flakes
marshmallows
dried figs
almonds
1 cup sugar
½ cup boiling water
1 teaspoon cider vinegar

Combine honey, sugar, and salt and cook 10 minutes, or until a small amount of syrup forms a firm ball in cold water (or to a temperature of 246° F.). Add butter. Add cereal, stirring lightly to coat flakes. Cool; then quickly shape into 2½-inch balls, buttering hands



Happy the Halloween when hobgoblins like these are on hand to “flavor” the occasion and to present the names of the guests in a most amusing fashion.

lightly to prevent mixture from sticking. Makes 12 balls.

Insert skewers or lollipop sticks into balls. Open figs, removing seeds. Fill cavities with candy. For facial features, insert pieces of blanched almonds. First run stick through marshmallow, then through fig head. Combine sugar, boiling water, and cider vinegar and boil to a temperature of 270° F. Dip just the heads into the syrup.

To use as favors: With a toothpick dipped into melted chocolate, print a guest's name on the marshmallow section of each hobgoblin.

Rice Krispies Marshmallow Squares or Balls

¾ cup butter or margarine
½ pound marshmallows
¼ teaspoon vanilla
1 package rice krispies
Cook butter and marshmallows over hot water until thick and syrupy. Add vanilla; beat thoroughly. Put cereal in greased large bowl and pour on marshmallow mixture, stirring briskly. Form into balls or press into greased shallow pan; cut into squares when cool.

Yield: 20 balls (2 inches diameter) or 24 2½-inch squares (9x13-inch pan).

Fig Raisin Cookies

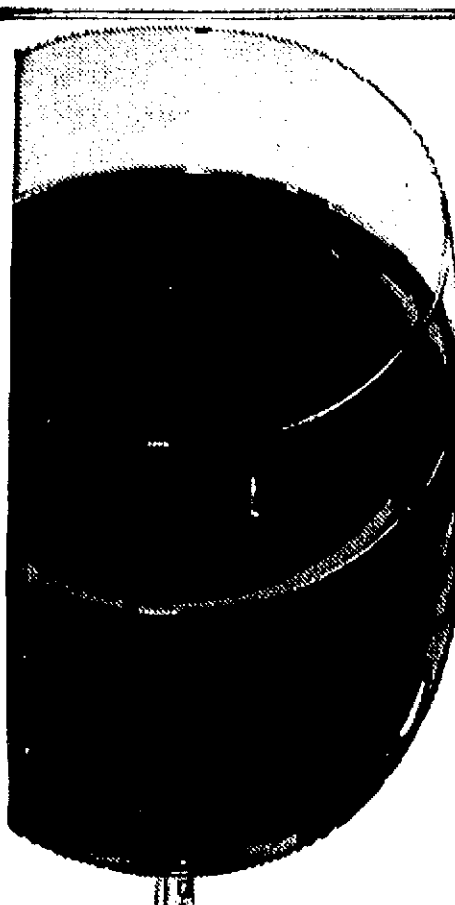
2½ cups sifted enriched flour
½ teaspoon soda
½ teaspoon salt
½ teaspoon cinnamon
½ teaspoon cloves
½ teaspoon nutmeg
½ cup shortening
1 cup brown sugar
1 egg, beaten
1½ tablespoons milk
½ cup chopped cooked figs
½ cup chopped raisins
½ cup shredded coconut
1 teaspoon vanilla extract

Sift together flour, soda, salt and spices. Cream together shortening and sugar. Add egg, milk, figs, raisins, coconut and vanilla extract. Mix well. Mix in flour mixture. Form into rolls. Chill overnight in refrigerator. Cut into slices ¼-inch thick. Bake on greased cookie sheets in moderate oven

(350° F.) 10 to 12 minutes. Yield: Eight dozen cookies, 1½ inches.

Baked Indian Pudding With Ice Cream

Four cups scalded milk, ¼ cup cornmeal, 1 tablespoon butter, ½ teaspoon salt, ½ cup molasses, 1 teaspoon cinnamon, 1 teaspoon ginger, 2 well-beaten eggs, ½ cup cold milk. Sprinkle cornmeal into hot milk, stirring constantly and cook for 5 minutes. Add butter. Mix salt, molasses, spices and eggs. Stir in the hot cornmeal mixture, a little at a time. Pour into a 1½-quart baking dish, to pour cold milk over the top and bake in a slow oven (250 degrees F.) for about 1½ hours to 2 hours, or until firm and delicately browned. Serve warm with vanilla ice cream.



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Halloween Cookies

Soft Molasses Cookies

¾ cup shortening
¾ cup brown sugar
1 cup molasses
1 cup all-bran
3 cups sifted flour
1 tablespoon soda
¼ teaspoon salt
¼ cup cold water

Beat shortening until creamy. Add sugar gradually; mixing until thoroughly blended. Stir in molasses and All-Bran. Add sifted dry ingredients alternately with water, stirring to make a soft dough. Drop by heaping tablespoonfuls onto greased cookie sheets; flatten if desired. Bake in moderate oven (375 degrees F.) about 15 minutes.

Yield: 2½ dozen cookies (3 inches in diameter). (Note: This amount of soda is correct.)

Halloween Cats

12 ounces sweet or semi-sweet chocolate
½ cup light corn syrup
1 5½-ounce package ready-to-eat rice cereal.

Melt chocolate in large double boiler or sauce pan over hot but not boiling water. Add corn syrup and stir in thoroughly. Pour in cereal and mix until each kernel is covered with the chocolate mixture. Spread mixture in shallow pan; when cool, cut with cat-shaped cookie cutter or cut around cardboard pattern for cat.

Quick-mix Five-way Cookies

1½ cups (15-oz. can) sweetened condensed milk
½ cup peanut butter
Any one of these 5 ingredients:
1 cup chopped nut meats
3 cups shredded coconut
2 cups corn flakes
2 cups chopped dates

Mix sweetened condensed milk, peanut butter, and any one of the five ingredients listed above. Drop by teaspoonfuls onto well greased baking sheet. Bake in moderate oven (375 degrees F.) 12 minutes or until brown. Remove from pan at once. Makes about 30 Magic Cookies.

Spicy Raisin Cookies

¾ cup shortening
¾ cup sugar
¼ teaspoon allspice
¼ teaspoon mace
1 teaspoon cinnamon
2 eggs
¾ cup sifted flour
1 teaspoon baking powder
¼ teaspoon salt
¾ cup seedless raisins
4 cups corn flakes

Blend shortening, sugar and spices thoroughly. Add eggs and beat well. Stir in flour which has been sifted with baking powder and salt. Fold in raisins and corn flakes. Drop by tablespoonfuls onto ungreased baking sheet. Bake in moderate oven (375° F.) 12 to 14 minutes.

Yield: Four dozen cookies (2 inches in diameter).



Families sitting in councils, like the enjoyable session above, with each member having a say, may solve many behavior problems, save wear on nerves.

With a Cup of Coffee

BREAKFAST-TIME, snack-time, barbecue-time—there's hardly an occasion in eating that doesn't seem more complete if it is accompanied by a steaming fragrant cup of coffee. From light amber to deep black—depending on how

you like it—coffee is the “topper.”

As examples in mind, here are a few recipes that, topped with a cup of coffee, will rout any pangs of hunger:

Barbecue Hamburgers

Allow 1½ lbs. chopped meat for 6 patties.

Bake large biscuits 3½ inches in diameter from mix or your favorite recipe. Split and butter. Arrange well-browned hamburger patties, barbecued or broiled, 3 inches in diameter, on halves and pour barbecue sauce over these. Cover with remaining halves or serve open-face.

Barbecue Sauce

1 cup tomato sauce
2 tablespoons chopped onion
½ cup chopped celery
½ cup chili sauce
1 tablespoon sugar
2 teaspoons Worcestershire sauce

Mix tomato sauce with chopped onion, chopped celery, chili sauce, sugar and Worcestershire sauce. Let simmer 5 minutes. Serves 6.

Old-fashioned Molasses Cookies

3 cups flour
¾ cup sugar
1 teaspoon salt
2 teaspoons cinnamon
1 teaspoon ginger
¾ cup shortening
1 egg
½ cup molasses
½ cup cold water
2 teaspoons soda
½ cup hot water
Mix and sift flour, sugar,

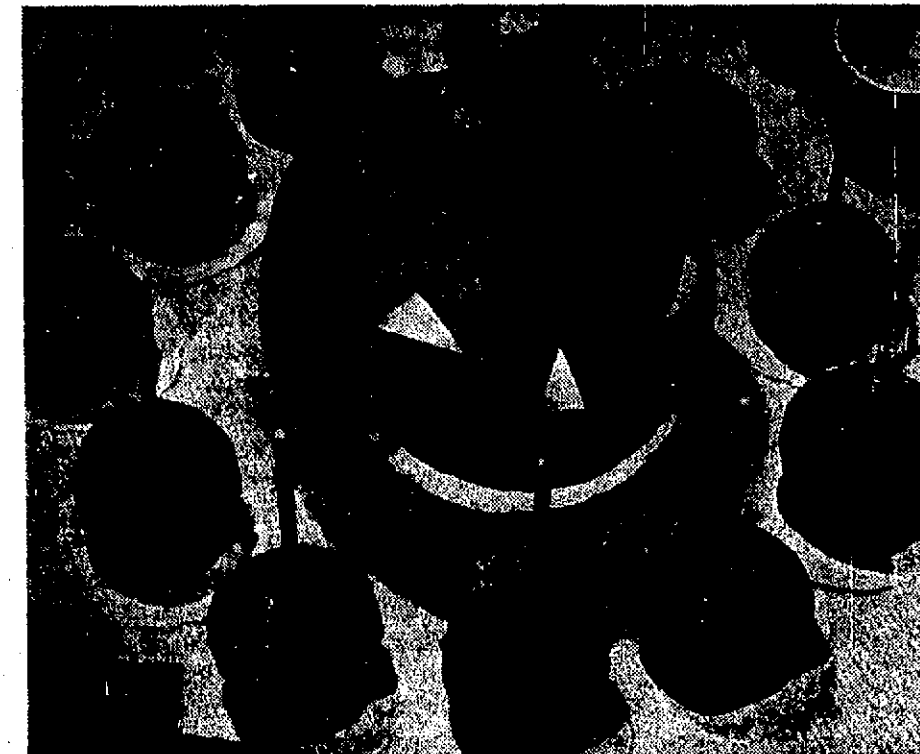
other feels as he does. Every mother needs to become a human relations expert in this regard! Along with talking to each one separately you should establish a family council where each one may be in on the planning of how to make things run smoothly, even the four-year old. Such planning sessions are best held when the family has been having a good time together; at the end of a meal, for instance, or after a time of family singing and playing games together. You, Mother, as family relations expert, need to be very sensitive to group atmosphere and to help create it by your warmth and appreciation of what is said and done.

One family of six, for instance, organized as a “club,” meeting regularly every Friday night after a good dinner. The children took turns in presiding. This was followed by a program where each one told a little story or sang and did a stunt. The children were simply delighted, for instance, when Mama and Papa put on a tumbling act together! They had not realized what hidden talents their parents had! They made up a “club” song and developed a genuine delight in these family meetings. In such an atmosphere, problems like leaving toys in one another's way can be discussed affably and worked out happily.

IN ANSWER to your question in more detail, you could explain both to the young offender and the father that it is extremely important to a young lady of 16 to have the living room picked up when her boy friend is about to arrive, that this is a normal and happy part of her development. Of course little brother's need for a big space to spread out his blocks and trains must be understood and provided for, too. Perhaps a space on the kitchen floor, or even a back bedroom could be arranged. With Dad as an important member of the council that is helping to make good plans, he and Junior might work this out together.

You could explain to Junior also that Dad is very tired in the late afternoon when he gets home from work and if everything is kept mousy quiet during that hour (even playing with blocks does not need to be noisy) he and Daddy can have a good ball game after dinner or a romp inside when the weather is bad. You would then be free to help sister dress for her dates, which would develop closer companionship between you at the same time.

Where there is real understanding and careful planning together, the rights of each can be understood and respected and smooth running happiness may become the general tone of every family's daily living.



Candied stick apples surrounding a grinning lighted pumpkin are right for Halloween—good eating, too.

PARENTS' QUESTION BOX

Councils Can Save Nerves

By Dr. Katherine Whiteside-Taylor

UNDERSTANDING between children widely separated in age may often be difficult to achieve. As one Long Beach mother states her problem: “We are having a time getting our children aged 4 and 16 to understand each other and get along happily together, partly, no doubt, because of the great difference in their ages. My husband is thoroughly irritated at the situation and thinks I ought to come down with a firm hand, especially on the 16-year-old who gets so angry. Yet I can understand how irritating it is when the little fellow spreads out his blocks and trains all over the living room floor after dinner and when she is expecting a friend for the evening. Is there anything we can do to work out a happy home life and avoid the really bitter quarrels that we are having?”

To this mother it must be said, you are right that the great difference in ages between your children makes it more difficult for them to understand each other. On the other hand, children very close in age are apt to fight over toys and playthings, too. And, of course, it is natural for a father who is not in a situation as much as you are to wonder why things cannot be harmonious during the short time he is at home.

As a mother, one of your main jobs is to explain to each member of the family why the



Arctotis: Sun Lover

By Bob Gilmore

THE ARCTOTIS is one of the most amazing ornamentals in the plant kingdom. It is a native of Africa, a relatively hot country, yet the plants thrive in Southern California during the winter season. The mild temperatures that prevail in the Southland at this time of the year make this seeming miracle a fact.

Because of its country of origin the arctotis naturally is a sun lover. Partial shade will prove discouraging and this is especially true during the winter season. During the next few months in the Long Beach area the arctotis may be propagated either by sowing seeds or setting out established transplants. The seed germinates rapidly and does not seem very susceptible to "damping off," a fungus disease.

African daisies . . . the arctotis belongs to this group . . .

are actually 50 per centers. That is, the flowers are open not more than 12 hours a day. Usually they have to be in the direct sunlight for the flowers to remain open. At night they close up as if they were on a time schedule. Another interesting feature about the arctotis is that young buds will flower in a vase if placed in direct sunlight.

The arctotis is an annual which means it grows rapidly, having a big job to do in a relatively short period of time. That is one reason why you can expect blooms in winter when most forms of plant life are standing still.

While the arctotis makes a splendid show in the outdoor garden, yet its real bid for fame derives from the value of the blooms as cut flowers. After being removed from the parent plant they may last for more than ten days in water.

Changing the water in the vases every day will increase the longevity of the flowers.

Two varieties of arctotis are available from seed: the new hybrids and arctotis grandis. The latter is perhaps better known as both the coloring and appearance of the flowers are quite striking.

Arctotis grandis is a daisy-like flower, the petals being white, and on the reverse side steel blue. The plants are highly productive. A packet of seeds should fill your home with blooms for weeks at a time.

THE hybrids attain a height of 12 inches at maturity while variety grandis frequently goes to 30 inches. The color range of the hybrids is rather extensive, including tones of orange, terra cotta, yellow, salmon and cerise. Arctotis may be used in the outdoor garden for either bedding or border

purposes. Variety grandis, because of its height, should be placed towards the rear of the border.

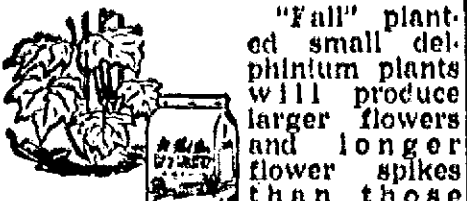
The arctotis is not a difficult plant to grow, thriving in practically any good garden loam. The plants are not heavy feeders, light applications of commercial fertilizer being all that is necessary. However, a certain amount of food will add strength to the stems which by nature are thin and wiry. Average watering conditions should suffice. The plants must not be allowed to become over-thirsty but flooding them may prove disastrous.

Cut the flowers early in the morning as the cells are full of moisture at this time and evaporation is at a minimum. After removing the blooms from the parent plant they should be placed in a container filled with water to a point just below the buds. Allow the flowers to rest in this container for several hours in a dark and airy environment. During this resting period they will absorb as much water as is possible. This resting period may add days to the life of the cut flowers. This is true of all flowers, not just the arctotis.

Arctotis hybrids are easy to grow in the Southland, even in winter, because they naturally love the sun.

Time to Plant Delphiniums

By J. J. Littlefield



"Fall" plant. Delphiniums will produce larger flowers and longer flower spikes than those planted in the spring. An actual test in a Santa Anita Oaks garden proved this fact. . . . Plant Pacific hybrid delphiniums as well as the perennial species belladonna and belladonna.

Delphiniums won't produce much foliage growth during winter. Their roots will grow sturdier, absorb plant food elements. In spring they will grow and produce gorgeous spikes of flowers. . . . Scatter small baits regularly to protect plants from snails and slugs.

Feed them three to five times during the winter. Apply one-half cup of Red Star GROMASTER per plant. Next spring your delphinium will be the envy of the neighborhood!

YOURS . . . A \$2.50 value plant. . . . for 50c and the name "Red Star," or the red star torn from any bag. Indicate desired color (gold, copper, green, or white) and mail to Dept. L, RED STAR, Downey, Calif., today.

Red Star PLANT FOODS
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SUNDAY SPECIAL!
PHILODENDRONS
A lovely interior plant. 17¢

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Start Lawns in October

By Walter Finch

OCTOBER is probably the best month in the year for starting a new lawn or reseeding an old one in the Long Beach area. Grass seeds germinate easily in the fall and there is little danger of a torrid sun burning the young seedlings. Natural rainfall will prove encouraging and competition from weeds is at a minimum.

This is also the time of the year for lawn renovation. In other words, it's time to repair a lawn that has lost its good looks. In Southern California generally it has always been historically true that lawns should be renovated during the fall months but especially during October. This is the time when Bermuda grass goes dormant, when a re-seeding will keep your grass green all through the winter and provide a luxuriant growth — minus the devil grass — for the following season.

The most important step in starting a new lawn is proper preparation of the seed bed. After the lawn is established there is very little you can do to improve the soil. If you start with an inferior seed bed you can be assured that the lawn will never be satisfactory. Clear off all debris—this includes vegetation as well as foreign matter—and loosen the soil to a depth of at least six inches. If the soil has little body then it would be advisable to bring in fresh topsoil which can be applied on top of the area already prepared.

AFTER this elementary soil conditioning is completed the ground should be graded. This means the establishment of a smooth surface so that neither depressions nor elevations show up. The seed bed can be rolled, a procedure that will cause uneven surfaces to show up. Make sure at this time that water will drain away from the house.

You are now ready for adding to the soil what deserves to be known as a "magic" ingredient. The material is humus and actually this is decomposed animal or vegetable matter. It is available at your garden supply store in the form of peat, leaf mold, bean straw, steer manure and other

types of manure. If manure is used it must be thoroughly decomposed. One objection to this type of humus is that it frequently introduces weed seeds into the lawn area. But steer manure—when sold by the sack—is relatively free of weeds.

When humus is worked into the soil—for a lawn area—it should be kept in the top two or three inches. Under average growing conditions this is where the bulk of the grass roots will be. The peat or other humus material can be spread on the surface, then cultivated or even raked into the existing soil. The area should then be raked and finally rolled. Then rake again lightly so the surface will be rough enough to hold the seed.

For a permanent lawn you should sow a mixture. The best seed is actually the most economical in the long run. The finer bladed grasses are usually more expensive but they produce a more beautiful lawn. Although the saying is true, you get exactly what you pay for when you buy lawn seed.

TO INSURE uniform seeding it is advisable to sow first in one direction, then at right angles to it. The seed should be raked in, then covered lightly with either steer manure or peat moss.

The first—and most important step—after sowing the seed is to water the soil carefully. Use a light pressure and be careful that a stream is not directed on the seed bed. It may wash the seed away. Let the water fall just like a light rain. Allow the water to run until the soil is unable to absorb any more.

Until the lawn is established the surface should be kept constantly moist. In warm weather it may be necessary to water three or four times a day. The critical period is after the seed has germinated and when the tiny seedlings are just beginning to show. If the soil becomes hot or parched at this time the seedlings—deprived of their necessary water—may actually scald to death.

Do not cut the lawn until it has attained a height of about three inches. Cut just a little the first time and gradually reduce the cutting until the grass is clipped at a height of about one and three-quarter inches. Close mowing ultimately will ruin the appearance of practically all lawns but bents.



October is ideal for reseeding lawns, as the young woman above is doing, and for starting new lawns.

Try a Screen

ONCE you start thinking about how you could use a screen at your house, one good idea crowds close on the heels of another. Could be a screen is just what you need to separate the dining area from the living area in the living-dining room—or to cut down the yawning width of an archway—to hide an ugly radiator—or to shield light and drafts from the baby's crib. A best bet among the new screens is a flexible type made of wood slats. It's lightweight, goes anywhere and fits young budgets. The fact that it adjusts to different widths is a practical angle, but there's more to that nice flexibility than that. This kind of flexibility means you can change the shape of the screen, too, to suit your own ideas. For the reason of its nice shape and because the screen comes in both natural and a range of excellent colors you may want a screen like this for its decorative value alone.

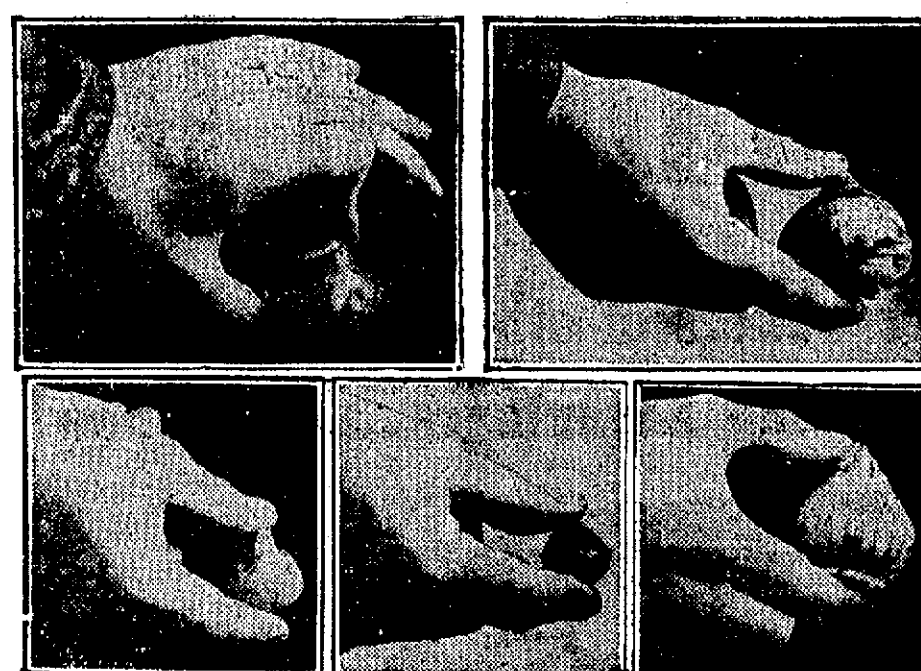
Pointers on Bulbs

BOTANISTS say that a bulb is "a store house containing a new plant, plus food and energy sufficient to carry it to maturity." Bulbs are much older and stronger than seeds, and better equipped to withstand the hazards which beset all infant plants.

But there are some conditions which will destroy them and these must be carefully avoided when you plant bulbs this fall. The chief enemy of bulbs is poor drainage; in wet soil they will decay and this causes most failures with garden bulbs. If there is any doubt about your soil being well drained, raise the bed six inches or more above the surface before planting.

Plant bulbs deep enough and early enough for them to make roots which will help anchor them. Suggested depths are: Snowdrops, crocuses, 2 inches; scillas, 3 inches; tulips, hyacinths, narcissi, 6 inches. If tulips are to be left in the ground for several years without being lifted, they will last longer if set 8 to 10 inches below the surface.

All seeds, plants and bulbs



In fall, plant tulips (top left) and hyacinths (top right) six inches deep and (l. to r. below) crocus, two inches; scilla, three, and daffodils, six inches.

must have soil packed firmly about them, since they cannot take food and moisture except in contact with the soil. An air-pocket between the bulb and soil will start decay. This often happens when a bulb is dropped into a hole which narrows at the bottom, as when made with a pointed "dibber" and the bulb is hung with an air space below it. Be sure to set the bulb base on soil and pack well around it, digging the hole with a trowel, or a bulb dibber with rounded end. Though bulbs carry a food

supply and will flower without fertilizer, larger flowers and more vigorous plants will result if plant food is supplied. When spading up space for them spread a balanced plant food evenly over the bed, 4 pounds to 100 square feet, and spade it under. When planting between other plants in the border, mix half a teaspoonful of plant food with soil at the bottom of each hole and cover it with at least an inch of fresh soil, before dropping in the bulb. Never use fresh manure on bulbs, however.

Tips on Gardening

TIPS FOR the week. . . . A worthwhile tip for your bulb garden is to plant King Alfred daffodils in combination with Wedgewood iris. The iris are bright blue and contrast beautifully with the golden-yellow tones of the King Alfred daffodil.

In selecting your bulbs spend a little more money and obtain the larger sizes. The food for early growth is stored in the bulbs and you will probably be more successful with the larger sizes. The difference in price is slight.

Be sure to look at the early-

flowering camellias just now coming into bloom. Viewing the plants in flower is the best way of selecting new varieties for your garden. If you have camellias in your garden be sure that the root zone is kept moist. A dry soil will interfere seriously with the new season's growth.

Don't lose any time in renovating your lawn. Grass seeds germinate properly at this time of the year but seeding should be accomplished before the cold weather sets in.

(Read story on this page about starting your new lawn.)

CHRYSANTHEMUM SHOW

We hold a chrysanthemum show at our gardens every fall which runs for over 60 days during the months of October, November and part of December. The public is cordially invited to visit our gardens to see the most outstanding collection of chrysanthemums in Southern California.

20% to 30 % Off on All Nursery Stock
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PRICES START AT 79¢

Every plant, large or small, is a real bargain!
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15629 ATLANTIC (1 Blk. N. of Olive) — COMPTON
BETWEEN OLIVE AND COMPTON BLVD.

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BLOOMING MUMS

1-Gal. Cans — White, Pink, Red, Yellow, Bronze

39¢ 49¢ 59¢

TREE ROSES EACH \$150

STOCKS—SNAPDRAGONS
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PYRACANTHA LEWISII 2.99

Covered with Red Berries from now until next year and a beautiful shower of flowers in the spring.

CHRYSANTHEMUMS

One Gallon Size in Full Bloom. Exhibition Types.

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STEER MANURE 2 1/2 cu. ft. 59¢ 10 SACKS 575¢

IMPORTED PEAT MOSS Large Bale . . . 49¢

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Values with Quality and Economy
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Camellia Sarah Frost 3-ft. Plants \$1.25 each

Holland Peat Moss, per bale, \$4.95 each

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Feed BANDINI Gro-Rite
COMPLETE PLANT FOOD
Your Best Plant Diet! Try It!
Food Gro-Rite . . . the handy all purpose plant food for new lawns and old, for general garden feeding! Taps for renovation! Contains chemical nitrogen for fast action and organic nitrogen for long lasting results. Buy it, today!
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TREE ROSES Patented varieties included. \$239 Each

KING ALFRED DAFFODILS Doz. . . . 98¢

OAK LEAF MOLD Per sack. . . . 98¢

SPECIAL OF THE WEEK

RANUNCULUS BULBS

Tecolote mixture. Plant for spring 2 doz. 39¢

PLENTY OF EASY PARKING

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Many Causes Are Found for Battery Failure

In any starting failure the battery is usually involved. But the fact that it is discharged does not necessarily point to a defective battery. Insufficient hours of driving, worn cables, voltage regulator out of adjustment, generator or starter in need of repair, can cause a battery to become discharged and the condition cannot be blamed on the battery, warns Auto News.

The starter, generator, voltage regulator and electrical wiring on older cars are generally in poor condition and battery failure may often be traced to one or more of these items being defective.

Voltage regulators are a common source of trouble and few dealers have the instruments to adjust and check them. A rough check on the voltage regulator with a fully charged battery would be to note the charge rate at medium speeds. Turn off the ignition and step on the starter for 10 to 15 seconds.

Then start the engine and note charge rate at medium speeds. This rate should be higher than before failure.

Auto Industry About Ready to Launch 1950 Models

DETROIT, Oct. 22. (AP) Within the next two weeks the auto industry will be rolling in new production ground. Barring a very deep assembly line cutback the 20-year-old production record of 5,358,420 vehicles will be topped during the week ending Oct. 29. Already this year the car and truck factories have built approximately 5,145,000 vehicles.

What comes production-wise during the remaining weeks of the year after the record has been equalled appears to be anybody's guess. The manufacturers, of course, have drawn up schedules of what they hope to turn out between Nov. 1 and Jan. 1. But all their planning is subject to the supply situation, particularly the availability of steel.

There no longer is any question of the 1929 record being surpassed this year. There is a lot of uncertainty, however, as to how many more cars and trucks will be built before the year's end.

before because the battery voltage is lower after cranking the motor. If rate is not higher, the regulator is out of adjustment.

By giving complete battery service, service station operators can tell the condition of the battery before failure.

The industry doesn't need a heavy volume of output during the next few months. It is going to switch over to 1950 model production but demand has tapered off sharply. It will not need anywhere near capacity output to provide all its dealers with new models.

Advance information indicates there will be little startling in the new models. They will be restyled, of course, for greater eye appeal. Some increase in power output also is probable, especially where automatic transmissions are being introduced for the first time.

Sharing interest with the probable styling changes of current models are several wholly new cars to be introduced in the lower price bracket. First of these undoubtedly will be those planned by Hudson and Nash.

Kaiser-Frazer, with a Reconstruction Finance Corporation loan of more than \$34,000,000, also plans a new car in the lower price group. Just when it will reach the assembly lines has not been indicated. It definitely is not in the production planning for the months immediately ahead.

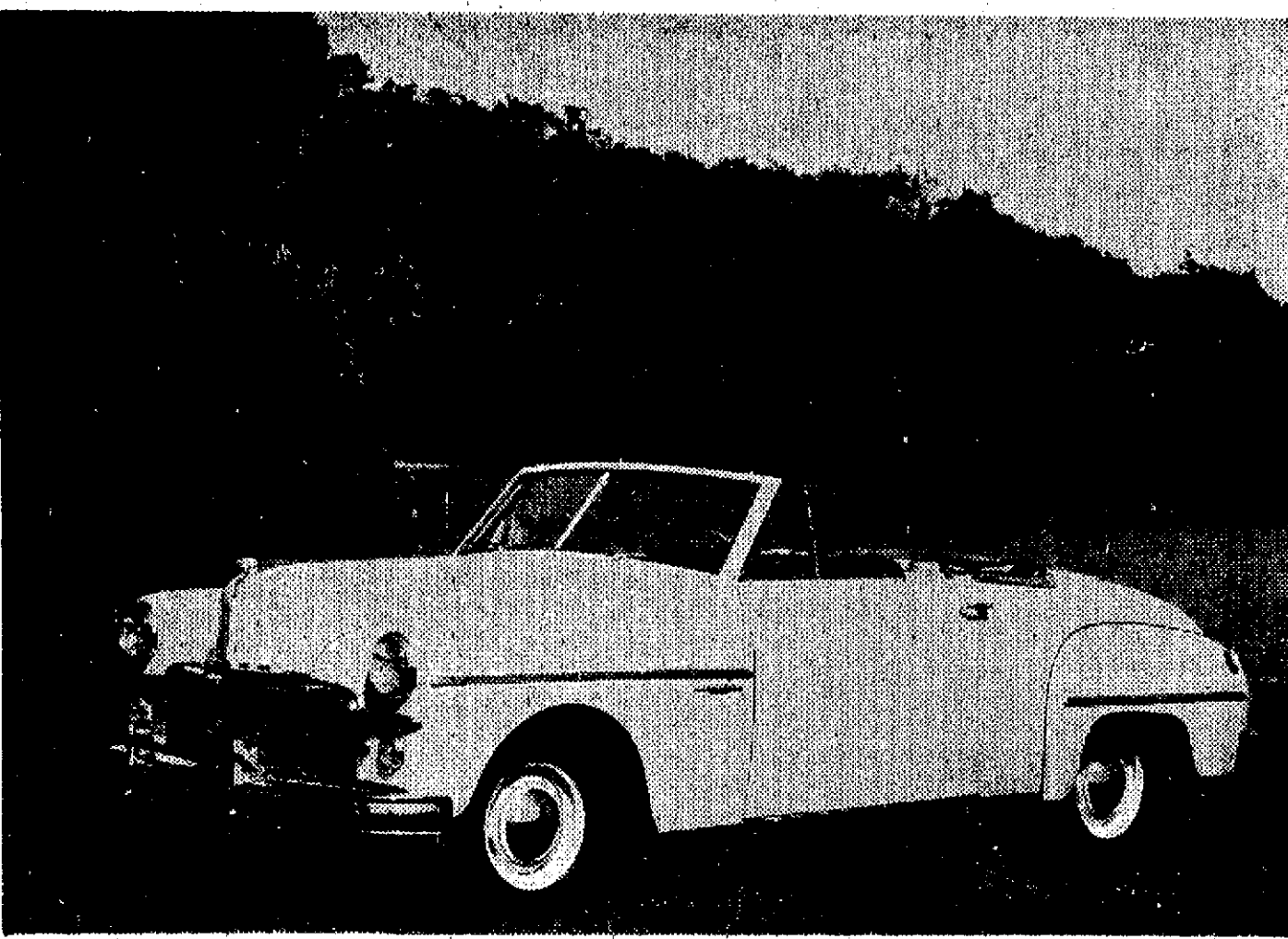
NEW WILLYS SOUGHT
Aside from the smaller model introductions the new model work immediately ahead will be confined almost entirely to the "big three" of General Motors, Chrysler and Ford.

Ford introduced its "golden anniversary" models several months ago; Studebaker and Nash brought out their 1950 units more recently. That leaves only Hudson and Kaiser-Frazer among the so-called independents to switch over.

Willys, of course, still has its smaller conventional type passenger car in the laboratory. It has given no indication of when, if ever, the vehicle will reach the assembly lines.

The changes to be made in the General Motors, Chrysler and Ford lines probably will not require extensive assembly line stoppages. The stoppages could be prolonged, however, if stocks of unsold cars now in dealers' hands remain at current levels.

Certainly production levels in November and December will not come anywhere near the rate achieved in September and October. That's why the guess that this year's total output will not go much above 5,800,000 cars and trucks still looks good.



ATOMIC IN COLOR — Exclusive color styling, featuring "Atomic Yellow" exterior finish, identifies the new version of the Dodge Wayfarer sports roadster now in production. The roadster is available with removable plastic windows or, as extra equipment, glass windows operated by speed crank window lifts.

Automotive 'Big Three' Emphasize Their Capacity

DETROIT, Oct. 22. (AP) Emphasizing the capacity of the nation's auto industry are this year's production achievements of its "big three."

General Motors, with a total passenger car output so far this year of approximately 1,840,000 units tops the combined total of Chrysler and Ford.

Indications are Chrysler will pass the million-unit output mark before Ford does. With its Plymouth and Dodge divisions leading the way, Chrysler has been turning out around 31,000 cars a week for some time. Ford's total has been about 26,000 units weekly.

So far in 1949 Chrysler's four car divisions have built about 920,000 vehicles. Ford's total is approximately 865,000.

The strike of last May that tied up Ford assembly lines for nearly a month is partly responsible for the fact Ford has been in third place in passenger car output. And while Ford has been trying to regain some of the lost ground Chrysler has been working overtime.

It was been estimated the strike nearly six months ago cost Ford around 80,000 units of passenger car production. The weeks ahead may bring Chrysler and

record that is being made in production this year. With the exception of Kaiser-Frazer and Crosley each company is well ahead of last year's showing in passenger car production.

The K.F. volume has dropped to less than half of last year's level and Crosley's to be about one-third of the 1948 volume.

The industry total turnout of about 4,200,000 passenger cars so far in 1949 compares with approximately 3,000,000 units in the same period of last year.

In truck operations only Chevrolet and Studebaker are running ahead of last year's output. Total truck assemblies so far this year number about 960,000. During the corresponding period last year the factories turned out approximately 1,100,000.

Ford closed together in output volume, however, as Chrysler is discontinuing much of its overtime.

Ever since the war automotive circles have been talking about a fight between Chevrolet and Ford's Ford division for first place in production and sales. So far it hasn't materialized and there are more than a few among industry chroniclers who are wondering whether it ever will.

Chevrolet, G. M.'s big money maker, has been rolling out around 27,000 passenger cars a week for many weeks. A lot of Saturday overtime has figured in this achievement, too. However, it was done, Chevrolet has accounted for just about half the total General Motors passenger car output so far in 1949.

Just about every car maker is figuring prominently in the new

AUTOMOTIVE News

Nation's Auto Industry Facing Shutdown Over Steel Tie-up From Strike

By DAVID J. WILKIE

DETROIT, Oct. 22. (AP) The nation's auto industry is operating on borrowed time as far as its steel supplies are concerned. Shutdowns of three weeks and more starting early next month are not unlikely.

This was the word from an authoritative source inside the industry today.

The car and truck makers had a four to six weeks inventory of steel when the steel strike began. But they have been eating deeply into these stocks and replacements have been cut off.

A top industry executive, who asked that he not be identified, said today:

"An important thing that seems to be overlooked is that if we keep going and use up all the steel we have on hand it will take three or four weeks to store up enough more to permit resumption of car and truck output."

"Shutdowns of three weeks or more are inevitable for many of the car companies if steel does not start to come through again by Monday."

No one auto maker wants to admit his steel position is any worse than that of his competitors. But most car and truck companies, especially among the "big three" of General Motors, Chrysler and Ford, have been producing at record levels for many weeks. Most of the G. M. and Chrysler divisions have been working overtime to complete their 1949 model runs.

Since the steel strike began

more than two weeks ago, their stockpiles have been dwindling rapidly.

FORD MAKES SOME

One of the effects of assembly-line shutdowns next month, besides idling several hundred thousand auto workers, would be to delay new model changeovers by G. M., Chrysler and possibly Ford. Ford, of course, produces some of its own steel, but not nearly all it needs for even normal car and truck output.

The car industry reportedly has some 600,000 cars in dealers' hands or in storage. Most of these are said to be in the medium priced class. Many industry experts believe, however, that these stocks would be wiped out before the year end if the shortage of steel halts the auto assembly lines for as much as three weeks.

Despite the threatened shutdowns, the industry is certain to break its 20-year-old production record within the next few weeks.

The record mark of 1929 was 5,358,420 cars and trucks. Factory output so far this year already is well over 5,100,000 units.

Stock Cars to Compete in Canyon Economy Run

WASHINGTON, D. C., Oct. 22.

Twenty-one individual makes of American automobiles will make their bid for consumer acceptance in the first postwar economy competition for stock cars which will be run from Los Angeles to Grand Canyon, Feb. 15-16, 1950.

The Contest Board of American Automobile Association announced.

This year's competition is a revival of the well-known Grand Canyon Run which was an annual event for stock cars before the war. The 750-mile run will be sponsored by the General Petroleum Corporation and sanctioned by the A. A. A. Contest Board.

For the first time this year, the Grand Canyon Run will be a two-day event, featuring an overnight stop at Las Vegas. An expected fifty or more competing automobiles will leave Los Angeles on Feb. 15, and finish the run at Grand Canyon on the afternoon of Feb. 16.

Automobiles participating in the run will be divided into ten price divisions, and except for the "sweepstakes" award, only cars in the same price division will compete against each other. The first three cars in each price division will be awarded a trophy in the order of their ratings based on "miles per gallon of gasoline consumed on the run."

Every car officially finishing the run will be given an official A. A. A. Contest Board Certificate of Performance, setting forth the sanction number, date, name of car, distance, average speed in

miles per hour, miles per gallon

and ton-miles per gallon. The automobile making the greatest ton-mile average for all cars in the run will be named the "Sweepstakes Champion" and presented with a trophy.

Each car in the competition is required to carry the equipment the manufacturer advertised as being standard for the car. Spare tire and tube must be carried in each automobile. There will be permitted no alterations on the contesting cars, except for grinding of valves and adjustment of moving parts to clearance or settings as specified by car manufacturers.

A minimum load of four passengers, including driver and observer, must be carried in each automobile participating in the run. A unique method will be used to assure the impartiality of the observers. Each entrant will nominate an observer, acceptable to the Contest Board. The observer will then be assigned to ride in a competing car.

The route of the run will take participants through three states, including California, Arizona and Nevada. The contestants will drive from Los Angeles to Lone Pine, California, across Death Valley, into Nevada to Lathrop's Wells, Indian Springs and Las Vegas, where they will spend the night of Feb. 15. The next day, the run will proceed to Boulder City, Nevada, into Arizona near the Hoover Dam, through Kingman, Peach Springs, Saligman, Williams and finally up to Grand Canyon—the destination of the tour.

Much of New Car Equipment Really Not New

DETROIT, Oct. 22. (AP) Your new car may have all the latest in advanced equipment, but there's little really new about it.

Most of the engineering advances the car builders boast about in their new models are refinements rather than newly developed ideas. In principle at least automatic transmissions, push-button starters, high compression engines, low pressure tires and many other items are older than most of today's car drivers.

Automatic transmissions continue to be the hottest item in engineering advances. Chevrolet and Ford will have them next year. By 1952 it probably will be impossible to buy a car without an automatic gear shifting device.

But the idea of automatic gear-shifting goes back to the early days of motorcar production. A German engineer named Herman Fothergill developed one more than 40 years ago. In the United States early attempts brought the Owen magnetic electrical drive and the Carter friction drive.

They had drawbacks and weren't considered practical. But they were the forerunners of today's devices that shift gears or accelerate speed by torque conversion.

OVER 30 YEARS OLD
High-compression engines are another outstanding item boasted about in postwar automobiles. Greatest advances have been made in these power plants in the last decade, but the principle involved is much older.

Charles F. Kettering, famed engineer-scientist who has figured so prominently in the development of today's higher compression engines, asserts that engineers were working on the idea more than 30 years ago.

Kettering generally has been given credit, too, for developing the electric starter for automobiles. He never claimed he invented the starter. However, he brought out a refinement of many earlier such devices in 1911. There were other electrically powered starters as early as 1899 and 1903.

AIR STARTERS

There were a number of compressed air starters also that appeared before Kettering's refinement was placed on the Cadillac car and became more or less universal in its application. Chalmers and Oldsmobile used them before the electric device was developed.

Low-pressure tires first made their appearance in 1923. In the same year Packard and Cadillac came out with four-wheel brakes. Hydraulic brakes had been tried out as early as 1921.

As the business of improving the automobile goes on you'll hear more about body streamlining and how more rubber mountings are used to help silence engines. Torpedo bodies were built as early as 1910. Mounting engines on rubber first was tried out in 1922.

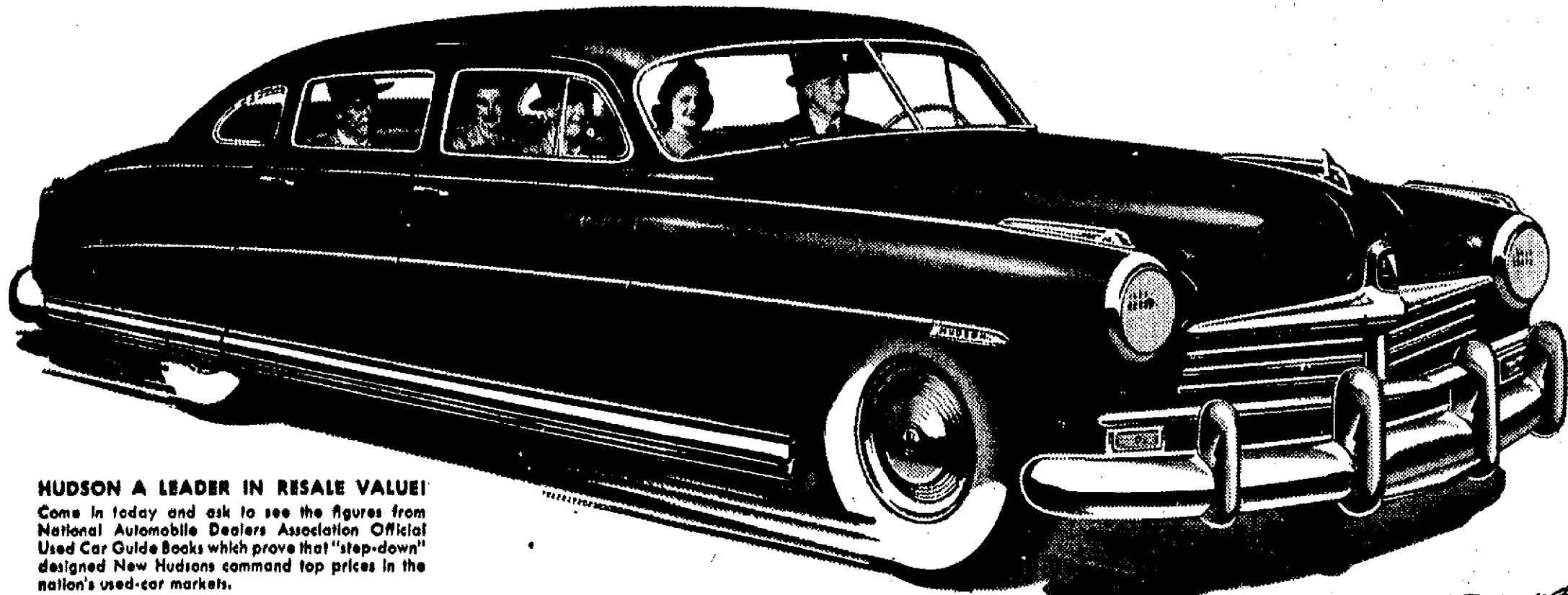
Permit Passing on Highway

Never increase your speed when another vehicle tries to pass you on the highway, warns the Automobile Club of Southern California. By doing so, one not only violates the rules of highway sportsmanship, but also violates the California Vehicle Code.

Be Ahead Today with Hudson "Step-Down" Design

120,000 former owners of other makes say:

"Get tomorrow's motoring advantages...right now!"



HUDSON A LEADER IN RESALE VALUE!
Come in today and ask to see the figures from National Automobile Dealers Association Official Used Car Guide Books which prove that "step-down" designed New Hudsons command top prices in the nation's used-car markets.

Here's a wonderful way to meet the future! For the New Hudson is the future—thanks to its unique "step-down" design!

Here's the car that brings you, not just a little "more", but the most of the four big advantages people want most in motoring... the most beauty, roominess, road-worthiness and all-round performance. Yes, only in Hudson do you get the priceless advantages of "step-down" design—the basic improvement that gives so much extra value. Take road-worthiness, for example:

Hudson's recessed floor and "step-down" design provide the lowest center of gravity in any American stock car—with full road clearance. Result: the safest, hug-the-road ride ever known!

Make your date with tomorrow now; drive in with your present car, and find out for yourself why, of the more than quarter-million owners of the New Hudson, 120,000 are people who have traded in cars of other makes to own this exciting automobile. You'll be delighted, too, with the deal you can make on a years-ahead New Hudson!

40 YEARS OF ENGINEERING LEADERSHIP

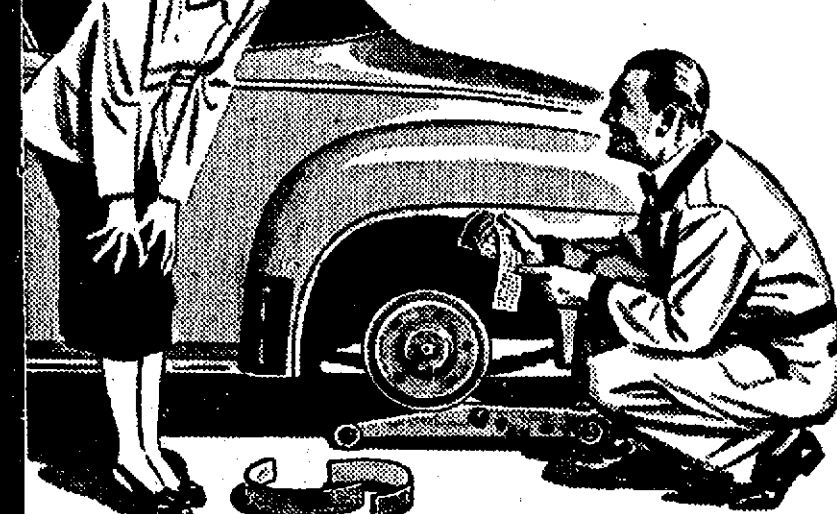
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Along Automobile Row

BY TOM WYNN • AUTOMOBILE EDITOR

Import quotas on U. S. motor vehicles in Europe and other overseas markets are so low that recent currency devaluation by many nations will have little effect on exports of American-made vehicles.

In August, before Britain began the devaluation move, U. S. auto export reached a new post-war low. Only 22,625 vehicles, or 3.4 per cent of total outputs were shipped abroad.

Because of dollar shortages, U. S. vehicles are barred from most nations today. Or imports are restricted by quotas, limits on horsepower and size of vehicles, or other barriers.

Industry officials believe that currency devaluation by Britain and other nations eventually will mean revival of world commerce and will end or ease regulations that keep U. S. autos out of many foreign markets today.

For the first eight months of 1949, 208,215 U. S. cars and trucks were exported, or 5 per cent of production. In the same period last year, 255,477 vehicles were exported, or 8.6 per cent of those produced. In 1929, the peak export year for American-made cars, units shipped abroad in the first eight months totaled 365,092, or 13.4 per cent of production.

Creation of a Pacific Coast sales region based in San Francisco and headed by T. A. White is announced by L. W. Ward, general sales manager of Pontiac Motor Division. As Pacific regional manager, White will supervise all Pontiac sales efforts of the Los Angeles, San Francisco and Portland zones.

During 1948, more than a million people were injured or killed in automobile accidents in the U. S. The death rate per 100 millions of vehicle miles traveled dropped from 9.8 in 1946 to 8.1 in 1948—the lowest on record. A large share of the credit for this remarkable achievement is undoubtedly due to the strong support of the "Stop Accidents" campaign sponsored by the National Safety Council.

Members of the Long Beach Used Car Dealers Association plan a closer co-operative program for their organization in 1950, according to Royall Ward, president, who presided at the group's monthly meeting last week.

Past presidents, Lloyd Patterson, Carl Brunn and Frank Cassidy, were called on to help formulate constructive, informative and timely subjects for discussion at future gatherings. Ray Kilgus, chairman, was named chairman in charge of programs and will be assisted by affiliate member Sam Barnes, classified manager of the Press Telegram.

M. E. Ridenour, secretary, will handle all matters pertaining to city and state licenses in addition to working out various problems of the association with the California State Department of Motor Vehicles. Election of officers for 1950 will be held at the next meeting in December. New car

New Auto Tire Has Springs for Safety Measure

LONDON, Oct. 22. (AP) A British tire firm has developed a non-skid tire with steel coil springs in place of the usual tread. The springs are embedded in the tire during the vulcanizing process.

The company, Tyresoles, Ltd., calls the invention "Wyesoles." Sir Patrick Hamilton, its chairman, said engineers agreed that for safe driving on wet roads the film of water under the tire must be shattered and dispersed quickly. The company claims the springs do this efficiently.



'NATURAL' CAR SALESMAN—Prospective car buyer John Scoggins has to wait while Yoga Gypsy Gene, better known as "Nature Boy," latest addition to the sales force of Daffy Jaffe, takes time out for lunch. "Nature Boy," who has caused a mild sensation around Long Beach lately, dines on raw fish and corn, including the cob.

Sunday, October 23, 1949

dealers will be extended an invitation to have their used car managers attend and exchange ideas with the group.

DEALERS DOINGS—Bill Morris, up until last Saturday general sales manager for Ed James, local Studebaker dealer, has gone to Santa Monica to operate a Studebaker dealership in that city. Howard Dietz, who has been manager of the Jamestown used car department, goes along with Morris as general manager and vice president.

Vacancies created in the James organization by the departure of these two young men were filled out of the ranks of the personnel already working for James.

Up goes Johnny Highstone from lot manager at 1501 East Anaheim to used car manager. His place is being filled by Ern Route, former salesman. Bob Braden moves up from the new car salesman ranks to new car sales manager. And Jim Lawson, who has been used car manager for the past 18 months becomes general sales manager in charge of both new and used cars and trucks.

In congratulating these young men upon their promotions, Ed James said, "It is a source of deep satisfaction to be able to point out that each one of you comes to Jamestown without any previous automobile experience, and each of you has proved so convincingly the soundness of the training program we instituted for veterans in this post-war period."



BILL ATKINSON

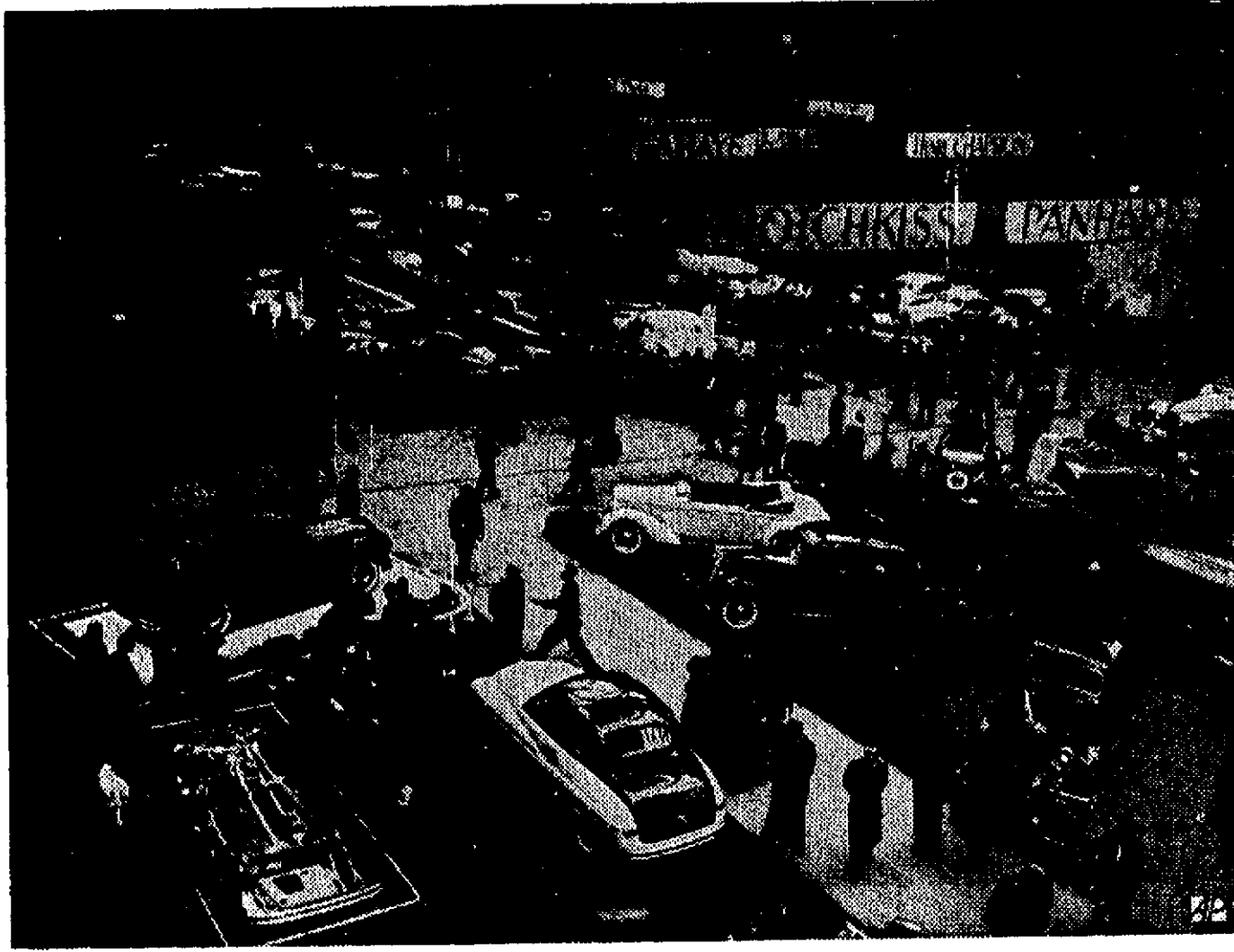
The many friends that Bill Atkinson has made on Long Beach's auto row for the past 20 years will be interested to know that he will open a Chrysler-Plymouth agency at 3855 Atlantic Ave. Atkinson, who has been associated with several new car firms in the city says he is doing extensive remodeling at his new location and plans to be open by October 29. Both Atkinson and his wife are active in Long Beach music circles.

Bennie Martin, head of Harbor Chevrolet Co., reported just before he left for a duck hunting trip yesterday, that Robert Bell, who has been added to the used car sales force and James Burnside to the truck sales staff.

Denver Tire Dealers Conduct Safety Drive

DENVER, Oct. 22. Local tire dealers who have organized the Denver Tire Safety Council are co-operating with the Denver Police Department and the Colorado State Patrol in a campaign to put safe tires on the cars of Denver's motorists.

Abe Okner, Okner's Home & Auto Supply Store, council representative, said members will spot unsafe tires and call the owner's attention to them.



PARIS SEES NEW AUTOMOBILES—German models were included, for the first time since the war, with other foreign cars in the Paris Motor Show at the Grand Palais.

Auto Industry Now Conserving Stocks of Steel

DETROIT, Oct. 22. (AP) The auto industry is conserving its steel stocks but production should hold up fairly well through the remainder of October.

If this expectation is realized the industry's 20-year-old production record will be topped next week. Already this year the factories have built more than 5,551,000 cars and trucks. The record for all of 1929 was 5,558,420 vehicles.

Most industry authorities expect a sharp production drop next month and through December. Even after steel once more begins to flow to the car factories and their suppliers it will take time to put enough together to make high volume vehicle output possible.

Truck output will have a substantial part in the production record to be made this year. When the present record was set up two decades ago the total included 771,020 trucks. Approximately 952,000 trucks already have been built this year. By Dec. 31, the 1949 total should be well above 1,100,000.

Contrary to earlier expectations vehicle output held up last week to slightly better than the previous week's assemblies. Automotive News put last week's production at 122,737 cars and 20,120 trucks. This compared with 121,088 cars and 20,312 trucks in the preceding week.

Seasonal trends, however, indicate a sharp drop in truck output, while the steel situation and new model operations will cut into the passenger car turnout after Nov. 1. The bulk of truck output in recent months has been in the light and medium-weight types.

Here and there various companies are announcing brief inventory shutdowns. A number of stoppages are due in November for the switch-over to new-model production. Like the inventory suspensions these will ease the strain on steel and other inventories.

The "big three" of General Motors, Chrysler and Ford kept their output volume up last week. These three manufacturers are rapidly running out their 1949 model production schedules.

Hard Starting

Hard starting of an automobile engine is not always the fault of the battery, warns the Automobile Club of Southern California. In many instances an electrical defect is the cause. The Club says an engine tune-up at regular intervals will usually prevent this trouble.

Check Wiring

Wiring in older automobiles should be checked periodically to avoid short circuits and possible fire.

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New Car Sales Continue Good Over Nation

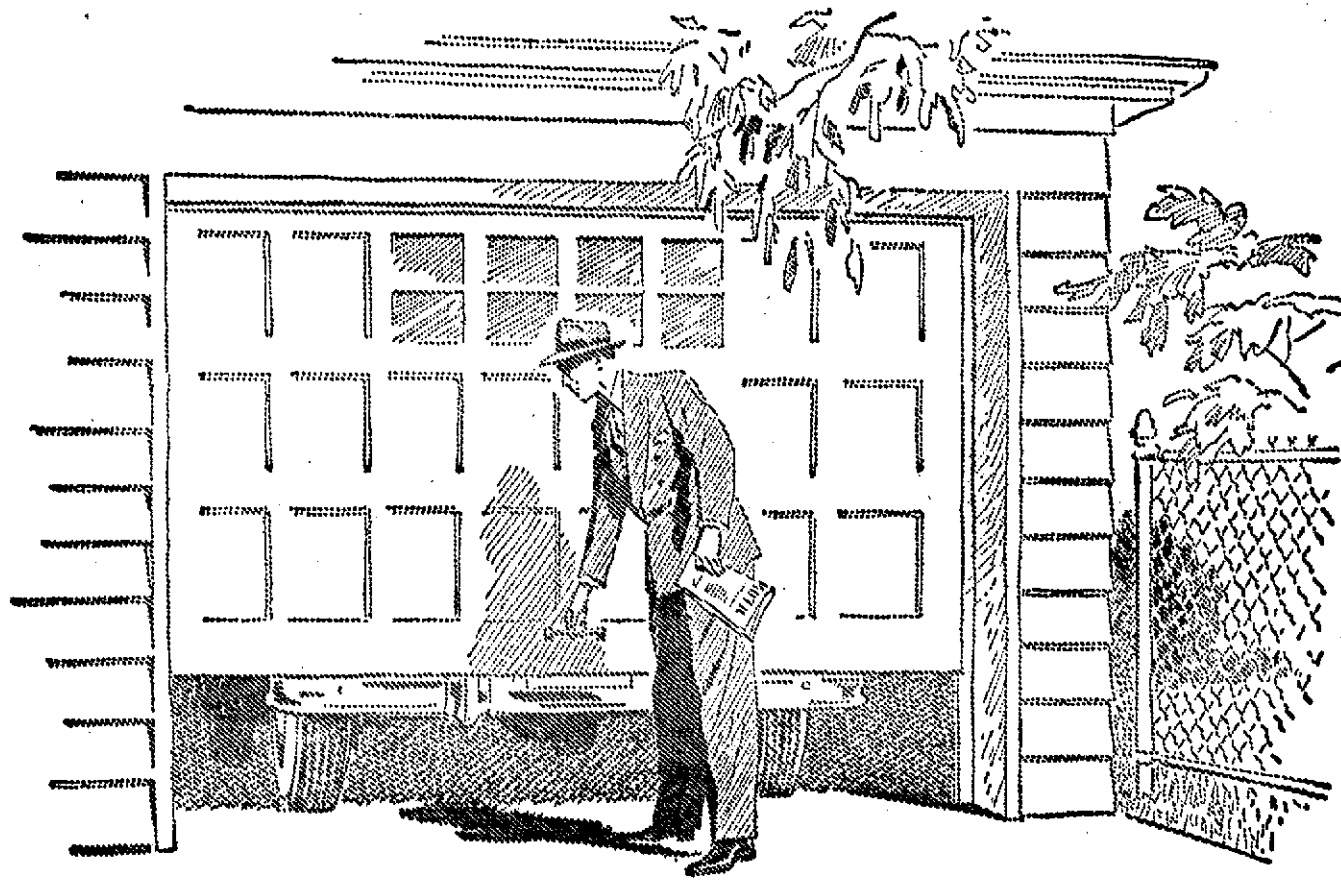
DETROIT, Oct. 22. September new car sales, as reflected by official registrations, may be 50,000 less than for the record-breaking month of August, R. L. Polk & Co., Detroit, statisticians for the automotive industry, reported today.

On the basis of registrations tabulated in 17 states for September, Polk officials said it appeared likely approximately 422,000 new cars would be registered for the month when all states had been tabulated. The August total of 478,556 represented a postwar high.

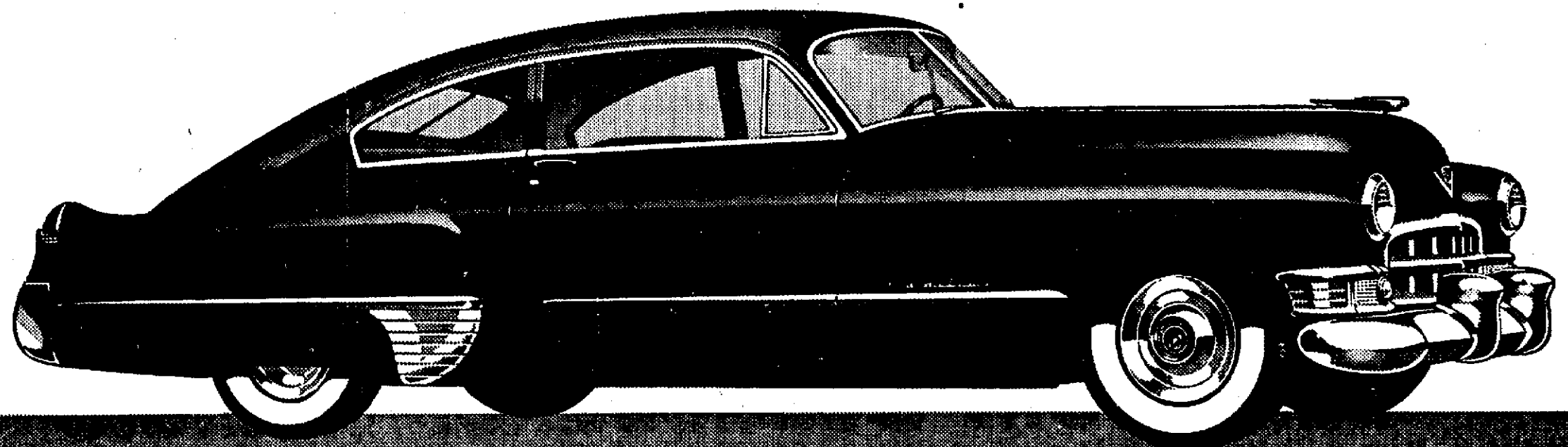
In the 17 states completed to date a total of 129,983 new cars had been registered. The states tabulated represent 30 per cent of the national totals. The September figure was some 30,000 more than for the same month in 1940, but was not expected to reach the total for August.

New truck registrations for 17 states for September totaled 25,038, as compared with 25,693 from the same states for September, 1948. The total for the month, if ratios set up in the 17 states tabulated continue, is expected to be approximately 82,000 units.

Registrations of new trucks for the past two months compare favorably with the same period last year, but the year's total is approximately 90,000 less than in 1948, up to this point.



400,000 People Paid More for Their Cars than a Cadillac Costs!



You will probably find it difficult to believe the statement which appears above as the headline for this message.

But records indicate that it is true, nevertheless.

The reason for this is found in a surprising fact: There are eight other motor car manufacturers who produce certain models which actually cost more than the lowest-priced Cadillac.

Approximately four hundred thousand of these higher-priced models have been produced and sold in the post-war era.

Undoubtedly, a great many of the people who

bought these cars did so because Cadillacs were not available at the time they wanted delivery—a situation now happily being remedied. But it is doubtless true that many owners of these higher-priced cars don't realize what they did.

Cadillac has such a wonderful world-wide reputation for goodness and quality that many who can afford it mistakenly conclude it is beyond their means. So they pay the price of a Cadillac—and don't get a Cadillac.

We don't believe you would want that to happen to you. So we suggest that you come in and let us give you the actual delivered price

here in this community for a Cadillac Sixty-one, equipped exactly as you want it. Let that be your economic yardstick as you select your car.

Bear in mind, too, that a Cadillac is an economical car to own, as well as a reasonable car to buy. Its freedom from the need of repairs is sensational. It gives gasoline mileage which actually approaches that of the lowest-priced popular cars. And it lasts so long that its full life-span has never been measured.

Better come in today and get the whole Cadillac story. If you pay for a Cadillac, we think you will want to make sure that you get one.



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"There's No Place Like Holmes"

Auto Loans Rise to Huge Volume

WASHINGTON, Oct. 22. Installment credit on automobile purchases showed the greatest increase of any class during August as the volume of all credit soared to a new record of \$9,613,000,000.

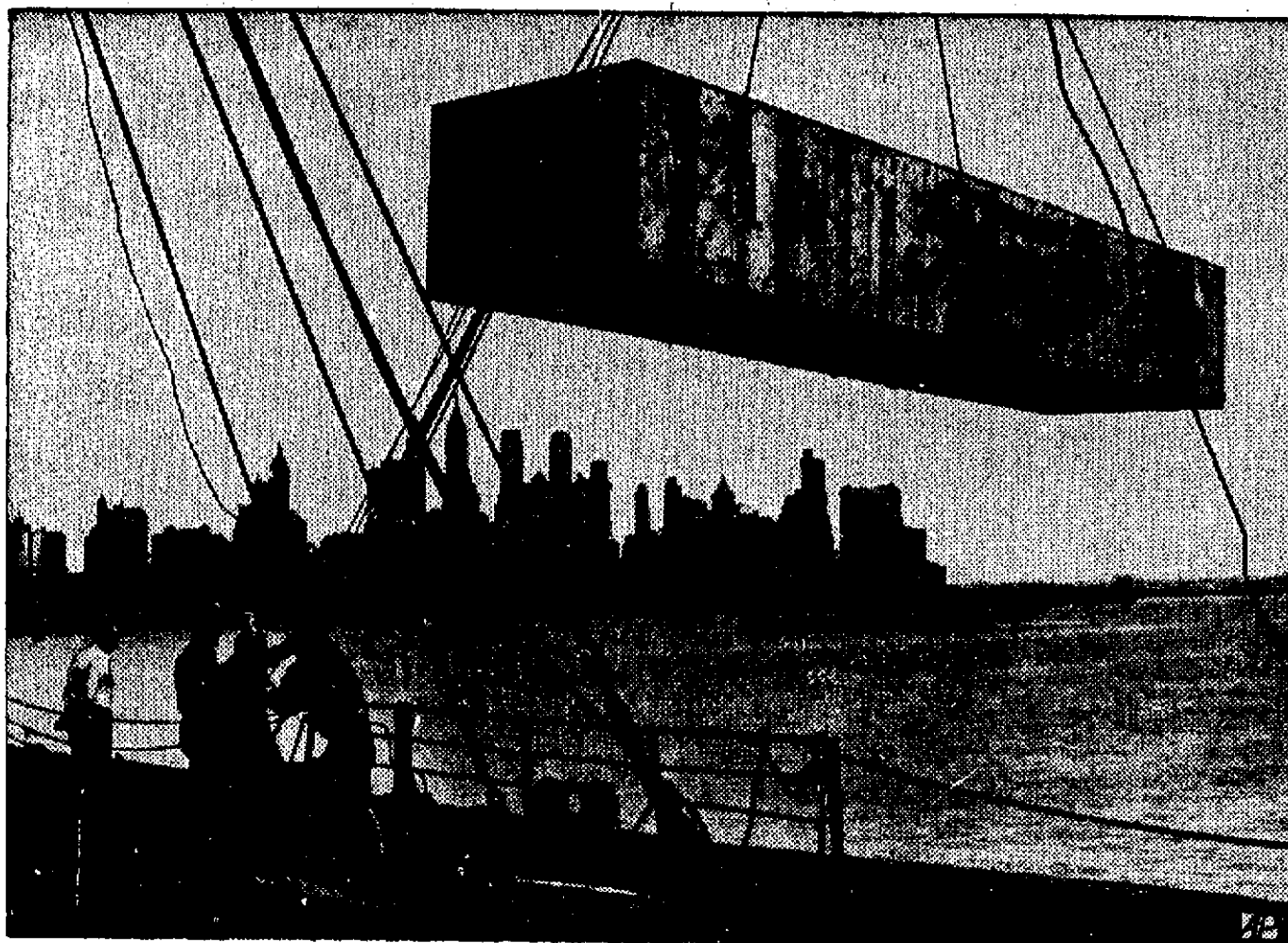
The Federal Reserve Board, in its monthly report, said auto credit increased \$157,000,000 to a total of \$2,767,000,000 as new car sales broke the postwar monthly record.

All categories included, the installment-plan credit total rose \$282,000,000 in August, the second month after the abolition of credit controls.

Consumer credit, including several noninstallment items, also reached a new high of \$1,652,000,000 in August.

Charge accounts declined \$59,000,000 in August—the only major type of credit to show a reduction. Single-payment loans, repayable in a lump sum, gained \$30,000,000.

The total amount of consumer debt outstanding at the start of August was 10 per cent more than the sum a year before.



TO AID TRANSPORT IN ISRAEL—The first major shipment of automotive products for Israel is loaded aboard the S. S. Expedito in New York harbor, en route to Tel Aviv.

Self-service Stations Issue to Be Settled in El Cerrito by Election

EL CERRITO, Calif., Oct. 22. (AP) That hotly argued issue of the serve-yourself gasoline station is going to be settled grassroots fashion in this town at the Nov. 8 election.

The campaign is warming up. A lot of eyes are upon it, for it's a miniature version of a king-size controversy now raging nation-wide on many fronts. On the national scale it involves millions—both dollars and people.

The El Centro self-service station which has become a guinea pig in the fight is backed by the Serve Yourself Gas Stations Association, Inc., with headquarters in Pasadena and 120 member stations in California, Arizona, Utah and Oklahoma.

The association will battle for its operators wherever they need it, says Dan Lundberg, its spokesman, at Pasadena.

"We're gaining throughout the state and country," he asserted. Self-serves now are banned in 50 California towns, he said, but operating in 97; the association has won removal of bans in three California towns—Arcadia, Bakersfield and Azusa—as well as in Salt Lake City and Oklahoma City.

SIGN FOR REFERENDUM

In the opposite camp it isn't just the oil industry titans who look with disfavor on cut-rate gas prices. Price wars can put little fellows out of business. On safety grounds, about a dozen states and numerous cities have passed laws against the self-serves.

El Cerrito, a town with 6000-odd registered voters, lies on the outskirts of Oakland, where self-serves are banned. So far two persons have been arrested here in the fight, 600 voters have signed a referendum petition seeking repeal of an anti-self-serve ordinance, and a legal test looms in the courts.

"It's in the hands of the public now," said City Manager Edwin Howell.

"The council decided," Howell related, "that until one side or the other proves its case, the people can have it whichever way they want it."

The arrests were made at a station which is operated around the clock by the Peter Gring Associates on San Pablo Ave. From a control tower, with loud-speaker, an attendant directs customers to 18 pumps for gasoline; three girls attendants collect cash and make change and there are convenient spots for motorists to put in oil, air and water, and to clean windshields.

The Gring station is not such a flashy set-up as some Southern California self-serves, where the girls swoop about in shorts on roller skates. But trade is brisk. A sign, 30 feet long, saying "serve yourself and save 5 cents" is neon-lighted at night.

The sign is outlawed now under a new California statute which forbids service stations to use the words "save," "off," "discount," "less" or "below," with "cents" following, unless the total gasoline price including taxes, is displayed in figures of equal size.

REGISTER NAME

Some time before the law went into effect, the Rothschild serve yourself stations changed their signs to read "save 5 gasoline" and registered this as a brand name. The Gring station here kept its sign up. Attorneys are preparing a court test of the law's validity.

The American Petroleum Institute board of directors has flatly disapproved self-serves. But the National Fire Protection Association announced a year ago it was not ready to take an official stand.

The association committee on flammable liquids reported last March that it believed the self-service stations should be allowed only with effective supervision and safeguards. Then it added that self-serve stations in most cases have good safety records so far and the requirements there should be extended to regular service stations.

The National Petroleum News published in August results of a poll it took in 32 cities of more than 100,000 population, in 33 states. In 11 cities, the self-serves were banned by ordinance. In 20 others they were forbidden under existing fire regulations.

Twelve cities reported self-serves operating—and so far no fires at any of them. These were Charlotte, N. C.; Chattanooga, Tenn.; Houston and San Antonio, Texas; New Orleans, Oklahoma City, Norfolk and Richmond, Va.; Tacoma, Wash., and Long Beach, Sacramento and San Diego, Calif.

In San Diego, where there are some 40 stations in operation, the chief said a check he made showed fewer spill-overs of gasoline at the self-serves than at the regular stations.

Tourist Travel Into State Is at New High

Early season fears that 1949 would see a drastic leveling off in out of state auto travel to California are dispelled by the Automobile Club of Southern California in revealing that a record-breaking 538,255 "foreign" cars, carrying 956,212 passengers, arrived in the state during the third quarter of this year.

This tops the previous all-time high third-quarter totals of 333,120 autos and 949,384 passengers set during the similar months of 1948's peak travel year.

Record monthly highs were also registered this year in July and September, with 123,025 and 95,018 out of state cars, respectively, arriving in California, as compared with 120,812 cars in July, and 89,185 in September during 1948, the club said.

Full nine-month totals showed that 751,808 "foreign" autos, carrying 2,050,550 passengers, were checked into the state this year, as compared with 781,445 cars and 2,133,009 passengers for the same months of 1948.

Auto Club touring officials, now estimating that nearly a million out of state cars will visit California by the year's end, say this new trend was "surprisingly unexpected" since as recent as three months ago, state influx totals had been reported "off" by more than 10 percent as compared with 1948 totals.

'Prestige' Factor Is Seen as Bar to Cheap Auto

NEW YORK. Because Americans regard their cars as items of "neighborhood prestige," plans to build cheaper and plainer cars may stay on the shelf ad infinitum, according to Pageant magazine in an article, "Why Can't I Have a \$1000 Car Now?" The article appears in the November issue.

The article points out that all consumers need to do to get cheaper cars is boycott the ones now on dealers' floors.

"But the industry is confident that you won't," it adds. "That's because . . . the vehicle at the curb in front of the house is a raucous but socially acceptable announcement that my old man is in the chips, too, like your old man."

There are other reasons dissuading auto companies from lighter-car projects, reports Devon Richards, author of the story.

"You ask the questions," Richards says, "and the manufacturers will pitch them right back at you: 'How can you turn out a "cheap" car when people insist on buying the more expensive ones? What would cheap cars cost the industry in lesser sales in bigger cars that we're already tooling up for?'"

"We've got a dealer problem. What would cheap cars do to the sales of second-hand cars that dealers have to get rid of?"

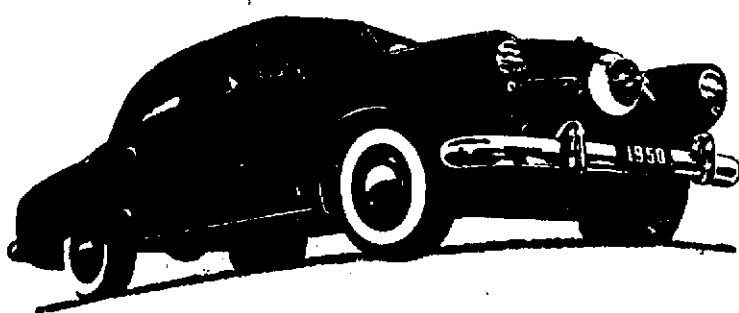
Reduced worker productivity and recent improvements in motor cars engineering-wise are other anti-smaller-car factors, the article says.

Wyoming Reports Record Gas Take

CHEYENNE, Wyo., Oct. 22. Wyoming's gasoline tax collections in September soared to a new all-time high total of \$601,546.12, according to State Highway Superintendent J. R. Bromley.

The highway department's September collections covering August sales, nearly doubled the pre-war record of \$373,381.60 set in the same month of 1941.

Studebaker does it again!



The new 1950 Studebaker with "next look" styling has already set a new all-time sales record!

More people bought new Studebaker cars from Studebaker dealers last month than in any previous month in history!

Studebaker's September was its biggest month ever both in production and in sales!

STUDEBAKER'S REALLY ROLLING...WITH THE "NEXT LOOK" IN CARS!

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REPLACE IT

DRIVE IN TODAY, FOR COMPLETE, FAST SERVICE
LOWEST PRICES. WE CATER TO INSURANCE TRADE.

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Cor. 14th and Magnolia Ph. 7-7475
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Loan to Kaiser for New Car Raises Debt to U. S. to High of \$186,500,000

By CHARLES MOLONY.

WASHINGTON, Oct. 22. (AP) The government has a stake of approximately \$186,500,000 in Henry J. Kaiser's industrial empire.

The government's credit allowances reached that peak—equivalent to \$1.25 for every man, woman and child in the population—when the 67-year-old builder-salesman's auto enterprise got a \$34,400,000 loan recently to back its 1950 production plans, which include a new low-price car.

Before the war Kaiser handled millions of dollars in government contracts, sharing notably in work on the great dams in the west: Boulder, Bonneville, Grand Coulee, Shasta.

Entirely privately financed in those days, the time dry goods store cash-boy didn't owe the government a dime. Neither did he have the money-making assets that his present debt to the government represents.

During the war, when Kaiser's government contracts soared into the billions, he borrowed \$152,780,000 from the Reconstruction Finance Corporation (RFC), maker of the new auto loan, to build, expand and operate plants. Payments on principal along with millions in interest at 4 per cent have reduced the balance due on those wartime borrowings to \$96,000,000, all owed on the big Fontana steel mill in California.

Kaiser completely paid off—ahead of time, too—\$28,475,000 borrowed to build the Permanente Corp. Magnesium plants out west and \$1,000,000 for aircraft production at a Bristol, Pa., plant.

Meanwhile, he has run up new credits in the postwar purchase of wartime built plants from the War Assets Administration (WAA).

WAA records show Kaiser still owes \$56,000,000 after payment of \$3,773,000 principal and more millions in 4 per cent interest on these acquisitions.

RENT IS \$500,000 That doesn't take into account some Kaiser enterprise leases of plants (a \$17,428,000-cost steel mill at Cleveland) and machinery and equipment mostly at the former bomber plant at Willow Run).

The WAA says about \$90,000 is due in rent on the leased property, but it's just current rent with no arrears.

It doesn't take into account either some unsettled accounts between Kaiser and the Maritime Commission arising from advances of money, equipment and materials on both sides in Kaiser's wartime shipbuilding.

Maritime Commission men say there's no telling just how these accounts will wind up when all the details are settled, since they involve some claims by Kaiser on the commission as well as commission claims on Kaiser. They guess less than \$1,000,000 is involved, either way.

FAVORITISM DENIED

Critics of Kaiser and/or the Roosevelt and Truman administrations have charged there has been favoritism in the aid given Kaiser. Kaiser has on occasion claimed discrimination against him.

He said, for instance, that RFC let U. S. Steel buy a steel plant at Geneva, Utah, for 20 per cent of its wartime construction cost while holding him to 100 cents on the dollar of wartime cost in its loan on his Fontana steel plant.

Government agencies which have given him credit simply say he's lived up to the letter of his promises to pay and has proved himself an A-1 risk. They deny any partiality.

Kaiser's most famed wartime enterprise was building some 1500 ships, like cargo-troop transports, "baby" aircraft carriers, etc.

Kaiser himself once figured his shipbuilding contracts, after adjustment, came to \$2,994,283,738, yielding him a profit of \$168,500,049 or 5.6 per cent before taxes and \$94,515,098 or 3.2 per cent after taxes.

Taking into consideration his other war production—steel, magnesium, incendiary material, aircraft and parts, and cement for

Pacific operations—he claimed he saved the government \$465,924,000 on costs compared with what it would have had to pay elsewhere.

Once Kaiser gave a Congressional committee his own capsule view of these achievements in these words: "Great war production, great savings in time and dollars, comparatively small government financing, small profits, no favoritism."

Traffic Victims Usually to Blame

Two out of three pedestrians killed by motor vehicles either are violating a traffic law or committing an unsafe act, it is reported in a national safety survey.



MOBILE SWIVEL CHAIR — Unveiled at the American Transit Association convention in Atlantic City, N. J., was this bus seat on a pivot. Designed to afford easier exits for the beside-the-window passenger, the swing seat will also save wear and tear on the back of the commuter's trousers. Unfortunately for bus riders, Betty Jane Creamer is in picture for demonstration purposes only.

The Man Who Was Late

He'd been in a hurry all his life. He talked fast, he thought fast, he drove fast, and he died as he had lived—speeding.

Eager to get home because he was late for dinner, he said to himself he'd do the 63 miles in one hour flat. He recalled that most of the officers assigned to that route were a soft touch for a smooth-tongued speeder. He should have been warned when he had to swerve to miss the big bus that was entering the highway as he zoomed up over the near-by hill.

He didn't have enough time to stop when the car filled with ball players slid out of the Municipal Park road to head back toward the city. He hit it broadside and both cars skidded 50 feet before they hurtled down the embankment.

He killed himself and three occupants of the car hit. He sent the other two ball players to the hospital for six months. The entire calamity was over in less than a minute.

Speed is a No. 1 killer. A determination to resist the temptation of fast driving would have spared a quarter of a million persons the anguish of broken bodies last year.

Some traffic violations can be blamed on ignorance, lack of skill, or apathy, but speeding is clearly a deliberate action. Be safe. Turtles live a long time.

New Rubber Withstands Heat

CLEVELAND, Oct. 22. (AP) A new family of specialty rubbers can withstand dry heat up to 400 degrees, and also are highly resistant to gas, oils, ozone and sunlight, the B. F. Goodrich Chemical Co. reports.

They are derived from hydrocarbon and polyacrylic, and may find use in heat and oil-resistant hose, insulation on wires, or other products in which rubber is exposed to attack.

Saves His Silver to Buy Jeep

HUNTINGTON PARK, Oct. 22. Joaquin Pereira wasn't kidding when he offered to pay for his new jeep truck in coin of the realm. As a result Harry Meyers, Huntington Park Willys dealer, found himself with a small-sized silver boom on his hands.

Pereira recently walked into Meyers' showroom and plunked down 3361 coins in quarters and half dollars to buy a new jeep truck. After four hours of counting the coins, six girls at the Clerenden branch of the Bank of America discovered that the payment totaled \$1005.

Pereira said it took him four years to save the coins. He has already started another home-grown silver mine to buy his next jeep.

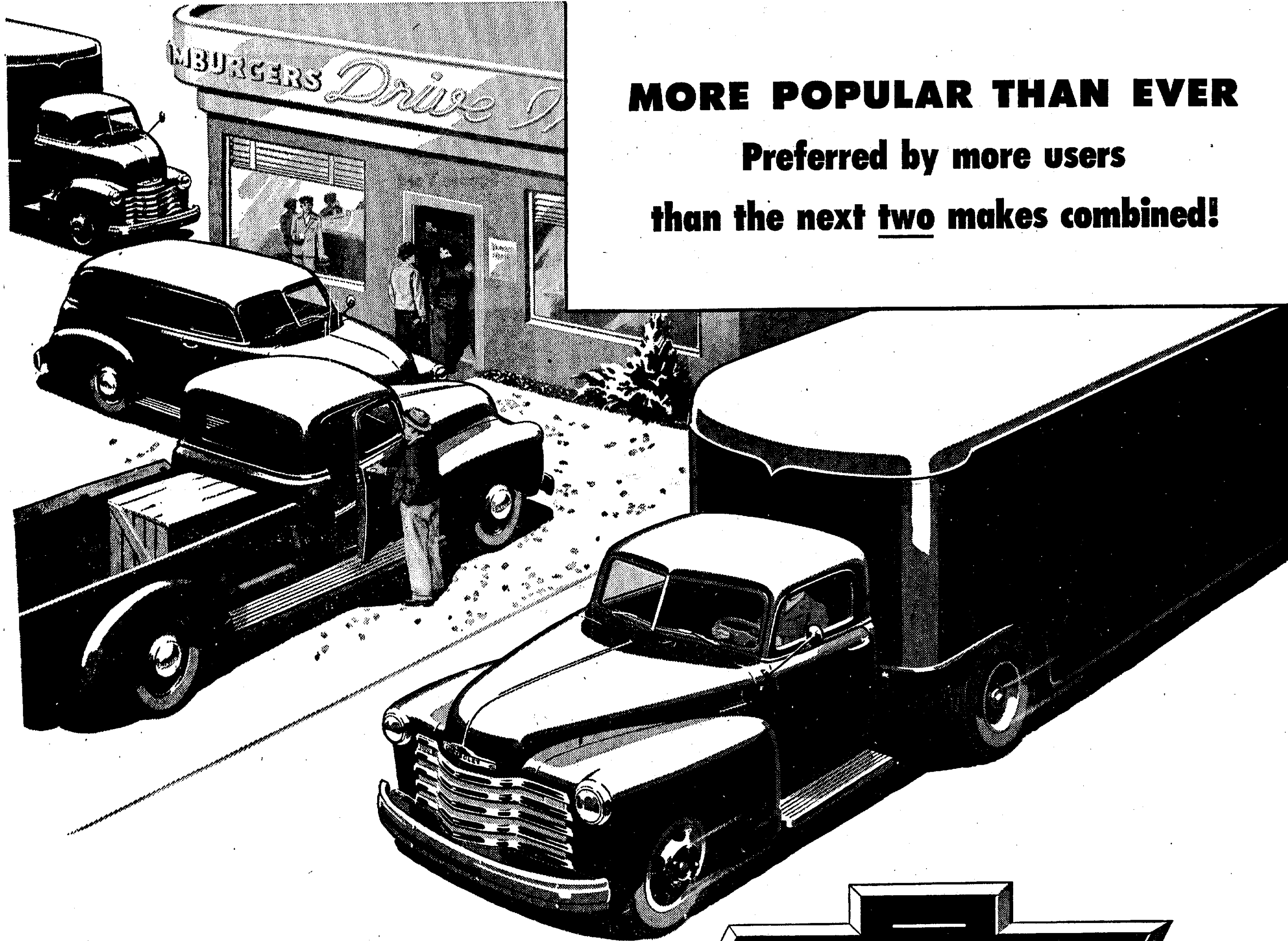
Highway Board Reports on Trucks

MONTPELIER, Vt., Oct. 22. (U.P.) Exasperated autoists knew it all along, but the Vermont Highway Board has found, officially, that big trucks "seriously reduce" the volume of traffic a highway is designed to carry. "One truck equals from two to five passenger cars, depending on the terrain," the study pointed out. The Vermont report agrees with findings in Pennsylvania that in hilly country big trucks "reduce the normal flow of highway traffic by half."

Travels Fast

Steel sheet for auto bodies and cans sometimes rolls out of the mills in strips traveling 70 miles an hour.

NEW CHEVROLETS
\$1588⁷⁵ AND UP
IMMEDIATE DELIVERY
• LIBERAL ALLOWANCE FOR YOUR CAR •
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Featuring VALVE-IN-HEAD ENGINES—Greater power per gallon, lower cost per load • DIAPHRAGM SPRING CLUTCH—Smooth engagement • SYNCHRO-MESH TRANSMISSIONS—Quick, smooth shifting • HYPOID REAR AXLES—3 times stronger than spiral bevel type • DOUBLE-ARTICULATED BRAKES—Complete driver control • WIDE-BASE WHEELS—Increased tire mileage • ADVANCE-DESIGN STYLING—With the Cab that "Breathes" • BALL-TYPE STEERING—Easier handling • UNIT-DESIGN BODIES—Precision built

Here's real proof of truck value! Now that operators can get the make they really want, Chevrolet Advance-Design trucks are setting new sales records every week. More and more buyers are insisting on the power, the comfort and safety they get in Chevrolet. They like Chevrolet's rugged good looks . . . the way Chevrolet trucks handle their hauling jobs with such low operating and upkeep expense. In fact, they like these advantages so well that they buy more Chevrolet trucks than the next two makes combined! Come in now, and talk over your trucking needs with us.

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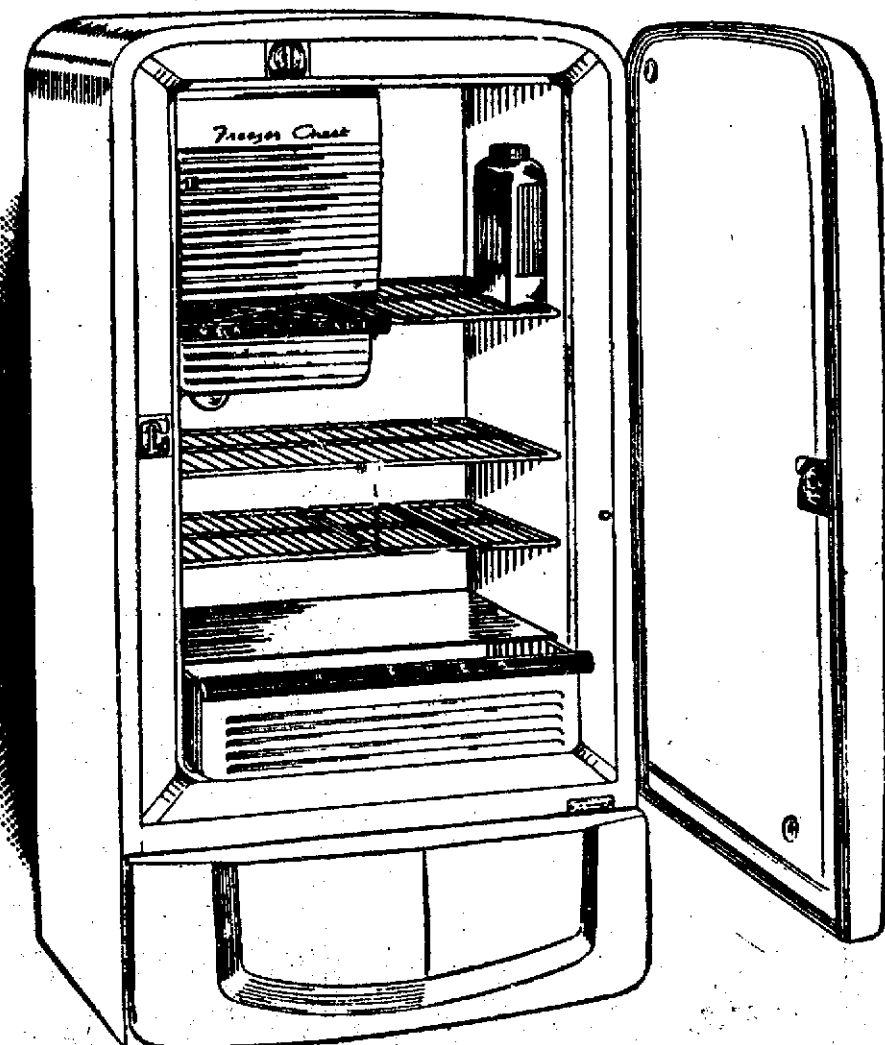


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